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Class – M.Sc. FD IV Sem.

Subject – Fashion Merchandising and
Retailing

Paper – III

Time Allowed : 3 hrs.

Maximum Marks : 100

Note: Attempt 5 in all selecting from each unit.

Unit-I

1. Explain the process of identifying customers in the fashion market.
2. Discuss the line and staff function in a retail organizational structure store.

Unit-II

3. Explain the following retail store chains
(a) Shopper Stop (b) Espirit
4. Explain the essential store operations required for managing a store.

Unit-III

5. Discuss the various fashion promotion techniques.
6. Explain the various channels of marketing in fashion retail.

Unit-IV

7. What are the advantages of personal selling over retail advertisement?
8. Define backward costing and its importance in selling a merchandise.

Unit-V

9. Define speciality stores. Discuss any 2 single line stores.
10. Discuss the role and responsibility of retail fashion buyer.
