

Exam. Code : 217504

Subject Code : 4794

**M.Sc. (Fashion Design and Merchandising) 4th Semester
FASHION MERCHANDISING & RETAILING
Paper—III**

Time Allowed—3 Hours] [Maximum Marks—100

Note :— Attempt **FIVE** questions in all, selecting **ONE** question from each Unit. All questions carry equal marks.

UNIT—I

1. What do you understand by Retail Fashion Buyer ? Differentiate between any two retail formats of Fashion Apparel Brands and discuss the role of buyer in the same.
2. Differentiate between Marketing and Merchandising. What are the responsibilities of a Fashion Merchandiser ? Discuss the steps followed in successful customer identification by a fashion merchandiser.

UNIT—II

3. Differentiate between Store and Non Store Retailing. Discuss any two formats of Non Store Retailing with suitable examples.
4. How are retail store chains different from traditional fashion retailers ? Discuss any two National and any one International Retail Store Chain functioning in the field of Fashion.

UNIT—III

5. Discuss Relationship Marketing. How is it different from Advertising ?
6. What are the various marketing channels successfully employed in retail of Apparels ? How are special events helpful in marketing of Fashion Products ?

UNIT—IV

7. What do you understand by “Backward Costing” ? How is this technique of costing successfully employed in Fashion Retail ?
8. What is a Purchase Order ? Explain the steps involved in the preparation of a Purchase Order and various payment terms prevalent in the field of Fashion.

UNIT—V

9. Define the following terms :—
 - (a) Spin Off Stores
 - (b) Off price Retailing
 - (c) Flea Market Vendors
 - (d) Multi Channel Operations.
10. Differentiate between Single Line store and Multiple Line store ? With the help of suitable examples, explain the organizational structure of one store in each format.