

Exam. Code : 217504

Subject Code : 6241

**M.Sc. Fashion Design & Merchandising 4th Semester
FASHION MERCHANDISING & RETAILING**

Paper—III

Time Allowed—Three 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 Product Line and Season ? Discuss the factors affecting Buying and Selling of Fashion Products and a buyer's role in the same.
2. List the various retail formats prevalent in the field of fashion and give suitable examples. Discuss any two retail formats in detail.

UNIT—II

3. How are Buying and Merchandising organized in retail chain organizations ? Discuss in context of one National and one International retail store chain.
4. What are the latest changes coming up in retail policies in view of technological advances ? Discuss with suitable examples.

UNIT—III

5. What do you understand by Retail Advertising ? Discuss the various methods that are employed in advertising of Fashion Products.
6. Discuss the roles and responsibilities of a Visual Merchandiser. What are the basic rules to follow and tools employed in Visual Merchandising of Fashion Products ?

UNIT—IV

7. Define Cost and Selling Price. What are the factors to be considered while calculating a suitable selling price of a product ? Explain with the help of suitable formula and examples.
8. Define the following terms :
 - (a) Operating Expenses
 - (b) Markdown
 - (c) Stock Shortages
 - (d) Overhead Expenses.

UNIT—V

9. What do you understand by specialty trends in Retailing ? Explain the organizational structure of any one type of specialty store.
10. Differentiate between Flea Market Vendors and Off Price Retailing. What are the various discount formats available in retailing of Fashion Products ?