

Exam. Code : 217504

Subject Code : 4980

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. Write about :

(a) Line and staff functions

(b) Role and Responsibility of retail fashion buyer.

2×10=20

2. (a) As a retailer of a store, how would you identify and analyse your customers so that you can keep merchandise suitable for them ? 10

(b) Discuss different types of retail formats. 10

UNIT—II

3. Differentiate between Store retailing and Non-store retailing. Support your answer with suitable examples. Discuss any two Store and two Non-store retailing formats. 20

4. Discuss some national and international retail store chains with special reference to their store operations and store management. 20

UNIT—III

5. Write short notes on :
- Marketing channels
 - Visual Merchandising
 - Relationship Marketing
 - Publicity and special events. $4 \times 5 = 20$
6. What are various techniques of retail fashion promotion ? Discuss the role of retail advertising in detail. 20

UNIT—IV

7. Write briefly about :
- Backward costing
 - Purchase orders
 - Payment terms
 - Quantity and seasonal discounts. $4 \times 5 = 20$
8. Define Cost Price and Selling Price. What factors should be considered while calculating suitable selling price of a product ? Explain with the help of suitable formulas and examples. 20

UNIT—V

9. Explain the following :
- Speciality stores
 - Department stores. $2 \times 10 = 20$
10. What are 'Factory Outlets' ? What is the role of Mass merchants like discounters and outlet stores in off-Price Retailing ? 20