

Exam. Code : 217504
Subject Code : 5543

M.Sc. (Fashion Designing and Merchandising)
4th Semester (Batch 2020-22)
FASHION MERCHANDISING AND RETAILING
Paper-III

Time Allowed—3 Hours] [Maximum Marks—100

Note :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The **FIFTH** question may be attempted from any section. Each question carries **20** marks.

SECTION—A

1. What does a fashion retail buyer do ? Discuss.
2. Who is customer ? Explain different methods of customer identification and their shortcomings.

SECTION—B

3. Enlist any five National and International retail store chains. Discuss advantages and disadvantages of retail chain stores.
4. Write short notes on :
 - (a) Departmental Store
 - (b) Non-store Retailing.

SECTION—C

5. What are Marketing Channels ? Explain the functions of marketing channels in detail.
6. Write short notes on :
 - (a) Relationship Marketing
 - (b) Fashion Promotion.

SECTION—D

7. What do you understand by Brand ? Discuss their significance in fashion retail.
8. Write short notes on :
 - (a) Purchase Order
 - (b) Costing.