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**B.Sc. FASHION MERCHANDIZING & RETAIL  
MANAGEMENT (BSCFMRM)**

**Term-End Examination**

**December, 2012**

**BFW-022 : RETAIL MERCHANDIZING - III**

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Attempt any seven questions. All questions carry equal marks.*

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1. Discuss market characteristics of luxury goods. 10  
Also name any four major multibrand luxury retailers.
2. Differentiate between traditional merchandising and lifestyle merchandising. 10
3. "Growth in case of lifestyle merchandising is measured most directly by units per transaction". 10  
Discuss ways to achieve this.
4. Discuss VALS typology in detail. 10
5. Name any four major launches of luxury real estate across India along with the city of their launch. 10

6. Discuss various criticisms and controversies associated with cosmetics products. Name two major players for colour cosmetics and herbal cosmetics each. 10
  7. Discuss modern classification of perfumes. Also name any two perfumes named after celebrities. 10
  8. Discuss the transition of mobile phones from a necessity to luxury status symbol. Name any four mobile brands launched by fashion houses along with associate mobile manufacturers. 10
  9. Name and explain four types of finishes used in jewellery. Discuss various materials used for manufacturing jewellery. 10
  10. Write a short note on utility of fashion accessories in dressing. Also name at least four fashion accessories of men, women and kids each. 10
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