

**M.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (MSCFMRM)**

00623

Term-End Examination

December, 2012

MFW-022 : LIFE STYLE MERCHANDIZING

Time : 3 hours

Maximum Marks : 70

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

1. Discuss in brief the use of watches as fashion products. Also name the kinds of straps and shapes of dials in fashion today. 10
2. Distinguish between personality and life style. What do you understand by lifestyle retailing? 10
3. Describe market characteristics of luxury goods. Also name any four multibrand luxury retailers. 10
4. Explain VALS typology in detail. Give suitable examples. 10
5. Draw and discuss fragrance wheel. Also discuss some measures to preserve perfumes. 10

6. Explain in brief the criticism and controversies surrounding cosmetics. Name two major players each for hair care products and herbal cosmetics. 10
 7. Name any four major accessories in fashion and discuss the origin/history and functions of any two of them. 10
 8. Describe in detail the current and future scenario of mobile phone marketing in India. With the help of suitable examples. 10
 9. Discuss the history of luxury retailing in India. Also throw light on present day scenario for the same. 10
 10. Name any four major launches of luxury real estate across India along with the city of their launch. 10
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