

M.A. IN FASHION RETAIL MANAGEMENT
(MAFRM)

Term-End Examination

December, 2012

MFM-043 : PRODUCT KNOWLEDGE

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. What issues do companies face when they shift manufacturing to new area (in terms of raw-material and labour) ? 20
2. What are some of the most pressing issues in the footwear sector at present ? Explain. 20
3. What can be classified as an "organic" product ? 10
What are the international guidelines for a product / manufacturing units to be GOTS certified ?
4. (a) Define the features of *any two* of the following : 5x2=10
 - (i) Eau de Toilette
 - (ii) Eau de Cologne
 - (iii) Eau de Parfum
- (b) Explain broadly and give examples of fragrance classification for women. 10

5. What are the differences between the handicraft sector and the organised sector ? List advantages and disadvantages of both. 20
6. How can the Indian footwear companies become bigger player in the global footwear Industry ? Advice ways to become more competitive. 10
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