

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

00369

December, 2014

BFW-022 : RETAIL MERCHANDISING – III

Time : 3 hours

Maximum Marks : 70

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

1. Name any four major multibrand luxury retailers and discuss the merchandise handled by them. 10

2. Write a short note on "Utility of fashion accessories in dressing". List four fashion accessories of men, kids and women each. 10

3. How will you identify the activities, interests and opinions of consumers ? What precautions should be observed while using measures like AIO ? 10

4. How does lifestyle retailing differ from luxury retailing ? Discuss market characteristics of luxury goods. 10

5. Discuss the various criticisms and controversies associated with cosmetic products. Name two major players each for colour cosmetics and herbal cosmetics. 10
 6. Differentiate between traditional merchandising and lifestyle merchandising with the help of suitable examples. 10
 7. Discuss VALS-1 study in detail. 10
 8. Discuss the various functions of jewellery besides ornamentation purposes. Name top five international brands of jewellery. 10
 9. Draw and discuss fragrance wheel. Describe the measures to preserve perfume during storage. 10
 10. Discuss the origin/history of watches and its transition as a fashion accessory. 10
-