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**BFW-022**

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

**Term-End Examination**

**December, 2015**

**BFW-022 : RETAIL MERCHANDISING – 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 the ways to achieve growth in lifestyle merchandizing. 10
2. What precautions should be observed while using measures like AIO for lifestyle merchandising ? 10
3. Discuss the transition of mobile phones from a necessity to a luxury status symbol. 10
4. Explain the factors responsible for increased demand of cosmetic products in the country. 10
5. Discuss the modern classification of perfumes. Describe some measures to prevent the deterioration of perfumes during storage. 10

6. Explain the market characteristics of luxury goods in detail, with suitable examples. 10
7. What is basket size ? How can it be increased ? 10
8. Write short notes on any *two* of the following :  $2 \times 5 = 10$
- (a) VALS Topology
  - (b) Fragrance Wheel
  - (c) Lifestyle Retailing
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