

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

Term-End Examination

December, 2015

MFW-022 : LIFESTYLE MERCHANDISING

Time : 3 hours

Maximum Marks : 70

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

1. Distinguish between personality and lifestyle.
What do you understand by lifestyle retailing ? 10
2. "Growth in case of lifestyle merchandising is measured by units per transactions." Discuss the ways to achieve this goal. 10
3. List the factors responsible for increased demand of cosmetics in the country. Also discuss probable harmful effects of using substandard cosmetics. 10
4. Name any four fashion accessories and discuss their origin and history. 10

5. Differentiate between Home luxuries, Personal luxuries and Experiential luxuries with the help of suitable examples. 10
 6. Discuss the market characteristics of luxury goods. Also name any four major multibrand luxury retailers. 10
 7. Name and explain four types of finishes used in jewellery. Also discuss various materials used in making jewellery. 10
 8. Discuss the modern classification of perfumes. Also name any two perfumes named after celebrities. 10
 9. What is the difference between Villas and Penthouses ? Name any four major luxury launches of real estate. 10
 10. Discuss the history of luxury retailing in India. 10
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