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**B.Sc. FASHION MERCHANDIZING & RETAIL  
MANAGEMENT (BSCFMRM)**

**Term-End Examination**

**June, 2012**

**BFW-022 : RETAIL MERCHANDIZING - III**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. Differentiate between personality and life style. 10  
What do you understand by life style retailing ?
2. "Growth in life style merchandising is measured 10  
by units per transaction". Discuss the ways to  
achieve this growth.
3. How does life style retailing differ from luxury 10  
retailing ? Also discuss market characteristics of  
luxury goods.
4. Name any four fashion accessories and discuss 10  
the origin/history and functions of any two of  
them.

5. Differentiate between Home luxuries, personal luxuries and experiential luxuries with the help of sufficient examples. 10
  6. How will you identify consumer's activities, interests and opinions? What precautions should be observed while using measures like AIO for life style merchandising? 10
  7. Draw and discuss fragrance wheel. Also discuss measures to preserve perfume. 10
  8. List the factors responsible for increased demand of cosmetic products in the country. Also discuss probable harms to the user caused by use of cosmetics. 10
  9. Name any four major multibrand luxury retailers and the merchandise dealt by them. 10
  10. Discuss various functions of jewellery besides ornamental purposes. Name any top five Indian and overseas brands each of jewellery. 10
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