

**M.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (MSCFMRM)**

00525

**Term-End Examination
June, 2012**

MFW-022 : MSCFMRM

Time : 3 Hours

Maximum Marks : 70

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

1. Differentiate between home luxuries, personal luxuries and experiential luxuries with the help of suitable examples. **10**

2. Describe various categories of perfume according to traditional classification. Discuss any two top end brands of perfumes. **10**

3. Describe market characteristics of luxury goods. Also name any four major multibrand luxury retailers. **10**

4. Distinguish between personality and lifestyle. What do you understand by lifestyle retailing ? **10**

5. Discuss in detail the use of mobile phones as luxury status symbol. Name any four mobile brands launched by fashion houses alongwith associate mobile manufacturers. 10
 6. Name any four fashion accessories and discuss the origin / history and functions of any two of them. 10
 7. Describe VALS typology in detail. 10
 8. Various uses of jewellery besides decoration purposes. Name top five Indian and overseas brands each of jewellery. 10
 9. Explain the factors responsible for increased demand for cosmetic products in the country. 10
 10. Describe the present day scenario and future prospects of luxury retailing in India. 10
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