

M.A. in Fashion Retail Management

Term-End Examination

June, 2012

00125

MFM-043 : PRODUCT KNOWLEDGE

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. What are the most commonly used materials in the manufacturing of footwear ? Explain each material briefly. Also list common footwear parts and accessories with a short description of each. **10+10=20**

2. Explain how any three of the below mentioned people have left an impact on the footwear industry ? **3x4=12**
 - (a) Lyman Reed Blake
 - (b) Charles Good year
 - (c) Henry Nelson Mckenney
 - (d) Phil Knight
 - (e) Nike

3. Draw a pie - diagram illustrating current global production of footwear by region and explain the same. **8**

4. What are essential oils ? Explain the extraction process and give examples. 10
 5. Explain broadly and give examples of fragrance classification for Men. 10
 6. What is micro-encapsulation ? How is it used by marketers ? 10
 7. Explain REACH, its scope and intent and impact on Indian exports. 20
 8. How do brands create loyalty with their customers ? Mention few strategies and describe them. 10
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