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

Term-End Examination

June, 2013

BFW-022 : RETAIL MERCHANDIZING - III

Time : 3 hours

Maximum Marks : 70

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

1. What do you understand by basket size ? How will you try to increase it ? **10**
2. Differentiate between traditional merchandising and life style merchandising with the help of examples. **10**
3. Explain market characteristics of luxury goods. Also name any four multi - brand luxury retailers. **10**
4. Discuss the origin, history and function of any four fashion accessories in detail. **10**
5. Discuss the transition of mobile phones from a necessity to luxury status symbol. Name any four mobile brands launched by fashion houses along with associate mobile manufactures. **10**

6. Explain any four major launches of luxury real estate across India along with city of their launch and their promoters. 10
 7. Discuss VALS - 1 typology in detail. 10
 8. Describe the probable harms incurred upon the user by use of cosmetics. Also list the factors responsible for increased demand for cosmetic products in the country. 10
 9. Draw and discuss fragrance wheel. Also describe some measures to prevent the deterioration of perfumes during storage. 10
 10. Explain various functions of jewellery besides ornamentation purpose. Also name top five Indian and International brands of jewellery. 10
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