

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

**Term-End Examination**

**June, 2013**

**MFW-022 : LIFE STYLE MERCHANDIZING**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. Discuss various uses of jewellery besides decoration purposes. Also name top five brands of jewellery in India and abroad. **10**
2. Distinguish between : **10**
  - (a) Traditional retailing and lifestyle retailing and
  - (b) Luxury retailing and lifestyle retailing.
3. How will you identify customer's activities, interests and opinions? What precautions should be observed while using measures like AIO for lifestyle merchandising? **10**
4. List the factors responsible for increased demand of cosmetics in India. Also discuss Lipstick theory and Austerity Chic theory of cosmetics. **10**

5. Differentiate between Home luxuries, Personal luxuries and experiential luxuries with the help of sufficient examples. **10**
  6. Describe in detail the various functions of fashion accessories. Also name at least four fashion accessories of men, women and kids each. **10**
  7. Discuss in detail the use of mobile phones as luxury status symbol. Name any four mobile brands launched by fashion houses along with associate mobile manufacturers. **10**
  8. Discuss various categories of perfumes according to traditional classification. Also discuss about any two top end brands of perfumes. **10**
  9. Describe in detail the present day scenario and future prospects of luxury retailing in India. **10**
  10. Name any four major launches of luxury real estate across India alongwith the city of their launch. **10**
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