

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

00024

June, 2014

BFW-022 : RETAIL MERCHANDISING – III

Time : 3 hours

Maximum Marks : 70

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

1. Discuss market characteristics of luxury goods. Also name any four major multi-brand luxury retailers. 10
2. Distinguish between personality and lifestyle. What do you understand by lifestyle retailing ? 10
3. Name any four major launches of luxury retail in India along with the city of its launch. 10
4. Differentiate between Home luxuries, Personal luxuries and Experiential luxuries with the help of suitable examples. 10
5. List the factors responsible for increased demand of Cosmetics in India. Discuss probable harms caused to users by excessive use of cosmetics. 10

6. Name and explain four types of finishes used in jewellery. Also discuss various materials used for manufacturing jewellery. 10
 7. "Growth in case of lifestyle merchandising is measured most directly by units per transaction." Elaborate. 10
 8. Name any four fashion accessories and describe origin/history and functions of them. 10
 9. Discuss modern classification of Perfumes. Also name two perfumes named after celebrities. 10
 10. Discuss VALS-2 typology in detail. 10
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