

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

Term-End Examination

June, 2017

00254

BFW-022 : RETAIL MERCHANDISING – III

Time : 3 hours

Maximum Marks : 70

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

1. List the factors responsible for the increased demand for cosmetic products in India. Comment upon various criticisms and controversies surrounding cosmetic products. 10
2. Compare and contrast lifestyle merchandising and traditional merchandising. 10
3. Discuss various categories of perfumes according to traditional classification. Mention any two luxury brands of perfumes. 10
4. Write a short note on real estate designed by fashion designers. Give suitable examples. 10

5. Describe the prospects of luxury retailing in India. 10
 6. Explain market characteristics of luxury goods. Write a short note on major multi-brand luxury retailers in India. 10
 7. Critically analyse VALS typology. 10
 8. Discuss various uses of jewellery, besides ornamental purposes. Name the top five jewellery brands in the world. 10
 9. Discuss the transition of watches from a luxury to utility and again to luxury status. 10
 10. Name any four fashion accessories for men, women and kids. Enumerate various functions of fashion accessories. 10
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