

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

Term-End Examination

00041

June, 2017

MFW-022 : LIFESTYLE MERCHANDISING

Time : 3 hours

Maximum Marks : 70

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

1. "Growth in case of lifestyle merchandising is measured most directly by units per transaction."
Discuss ways to achieve this growth in the light of the above statement. 10

2. Discuss the various uses of jewellery besides ornamental purposes. Name top five Indian and top five international brands of jewellery. 10

3. Describe the modern classification of perfumes. Name any two perfumes named after or endorsed by celebrities. 10

4. Explain in brief the current and future scenario of mobile phone marketing in India. Also throw light on the transition of mobile phones from being a utility item to luxury and vice-versa. 10
 5. Discuss in brief the use of watches as fashion products. Also name the kinds of straps and shapes of dials in fashion today. 10
 6. Draw and discuss the fragrance wheel. Also discuss some measures to preserve perfumes. 10
 7. Distinguish between personality and lifestyle. What do you understand by lifestyle retailing? 10
 8. Explain the factors responsible for increased demand for cosmetic products in the country. Discuss in brief any two renowned brands of cosmetics in India. 10
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