

**M.Sc. FOOTWEAR DESIGN AND  
PRODUCTION (MSCFDP)**

**Term-End Examination**

**June, 2017**

00964

**MFR-010 : FOOTWEAR RETAILING**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Define product life cycle. Identify the factors that influence the product life cycle. 5+5
2. Explain the similarities and differences between urban fashion and rural fashion. Illustrate with five examples. 10
3. Analyse the economical, sociological and psychological factors affecting contemporary fashions. 10
4. Explain the importance of information resources for the fashion industry. How do you incorporate them in the Merchandising function ? 10

5. Explain briefly any *five* of the following : 5×2=10
- (a) Who is an innovator ?
  - (b) How is the “coverage” of each retail store determined ?
  - (c) What is EDI ?
  - (d) What is meant by record in retailing ?
  - (e) Franchising
  - (f) Electronic shelf labelling.
6. Explain the importance of product knowledge for a salesperson in retail. How can product knowledge be built ? 10
7. Identify a number of consumer demographics, lifestyle factors and needs. Explain how these concepts can be applied to retailing. 10
8. Describe the various forms of layouts in a retail store. 10
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