

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

**Term-End Examination**

**June, 2015**

**00275**

**MFW-022 : LIFESTYLE MERCHANDISING**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What is basket size ? How will you try to increase it in a retail store ? 10
2. Distinguish between the following : 10
  - (a) Traditional retailing and Lifestyle retailing
  - (b) Luxury retailing and Lifestyle retailing
3. Explain the history of luxury retailing in India. Discuss the present day scenario of the same. 10
4. How will you identify consumer's activities, interests and opinions ? What precautions should be observed while using measures like AIO for lifestyle merchandising ? 10

5. Mention any four launches of luxury real estate across India, along with the name of the city of their launch and their promoters. 10
6. Explain any four types of finishes used in jewellery. Discuss the merits and demerits of various materials used in making jewellery. 10
7. Discuss in brief the criticisms and controversies surrounding cosmetics. Also explain the probable harms to the user caused by the use of cosmetics. 10
8. Discuss the various categories of perfumes according to traditional classification. Describe any two top end brands of the same. 10
9. Discuss in brief the various functions of fashion accessories. Mention at least four fashion accessories each for men, women and children. 10
10. (a) Discuss in detail the use of watches as a luxury status symbol.  
(b) Name any four mobile brands launched by fashion houses along with associate mobile phone manufacturers. 10