

**M.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (MSCFMRM)**

Term-End Examination

December, 2011

MFW-022 : MSCFMRM

Time : 3 hours

Maximum Marks : 70

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

1. Draw and discuss fragrance wheel. Also list some measures to preserve perfume. **10**
2. What are the criticism and controversies surrounding the use of cosmetics ? Name two major players each for hair care products and herbal cosmetics. **10**
3. How will you identify the target consumer's Activities, Interests and opinions ? What Precautions should be observed while using measures like AIO for life style based merchandising strategies. **10**
4. Discuss in detail the current and future scenario of mobile phones industry in India and its market. **10**

5. Discuss the use of watches as fashion products. Also discuss the kinds of straps and dial shapes currently in fashion. 10
 6. Describe the history of luxury retailing in India. Also throw some light on present day scenario of the same. 10
 7. Enumerate the various functions of fashion accessories. Also name at least four fashion accessories each for men, ladies and kids. 10
 8. Differentiate between Home luxuries, Personal luxuries and experiential luxuries with the help of sufficient examples. 10
 9. Distinguish between : 10
 - (a) Traditional retailing and life style retailing and
 - (b) Luxury retailing and life style retailing.
 10. Describe various materials used for making jewellery. Also name top five Indian and overseas brands each for jewellery. 10
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