

MA in Fashion Retail Management

Term-End Examination

December, 2011

MFM-043 : PRODUCT KNOWLEDGE

Time : 3 hours

Maximum Marks : 100

Note : *All questions are compulsory.*

1. List different types of commonly used footwear and classify them under following heads : sportswear, formal, casual, industrial and military. **10**

2. What are the key trends in global production and trade in the footwear industry. Draw charts or graphs detailing exports from low cost countries. **20**

OR

Write a brief on Indian footwear industry and its standing in the global footwear industry.

3. (a) Define the features of **any two** of the following. **2x2½=5**
- (i) Eau de parfum
 - (ii) Eau de Toilette
 - (iii) Eau de Cologne
- (b) Explain broadly and give examples of fragrance classification for women. **10**

4. What are animal and floral source essential oils. 20
Explain the extraction process with examples.
 5. What can be classified as an "organic" product ? 15
What are the international guidelines for a product/manufacturing units to be GOTS certified ?
 6. What are the differences between the handicraft 20
sector of and the organised sector. List advantages and disadvantages of both.
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