

**B.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM)**

Term-End Examination

December, 2013

BFW-022 : RETAIL MERCHANDIZING - III

Time : 3 hours

Maximum Marks : 70

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

1. "Growth in case of lifestyle merchandising is measured most directly by units per transaction".
Comment. **10**

2. Explain various criticism and controversies associated with cosmetic products. Name two major players for colour cosmetics and herbal cosmetics. **10**

3. Differentiate between Home Luxuries , Personal luxuries and experiential luxuries with the help of examples. **10**

4. What marketing support is required for luxury merchandise in terms of store ambience and sales staff ? How does luxury merchandise differ from lifestyle merchandise ? **10**

5. How will you identify consumer's activities , interests and opinions for an AIO survey ? What precautions should be observed while using measures like AIO for lifestyle merchandising ?
 6. Name and explain four types of finishes used in jewellery. Also discuss various materials used for manufacturing jewellery.
 7. Name any four major multi branded luxury retailers and discuss the merchandise dealt by them.
 8. Discuss VALS - 2 typology in detail with suitable examples.
 9. Discuss modern classification of perfumes. Also name any two perfumes named after celebrities.
 10. Write a short note on utility of fashion accessories in dressing. Also name four fashion accessories of men, women and kids each.
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