

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

Term-End Examination

December, 2013

MFW-022 : LIFE STYLE MERCHANDIZING

Time : 3 hours

Maximum Marks : 70

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

1. Write a detailed note on present day scenario and future prospects of 'luxury retailing' in India. 10
2. Discuss two primary dimensions used for population segmentation in VALS-2. Also give any four applications of it. 10
3. Discuss various uses of jewellery besides decoration purposes. Name top five Indian and overseas brands of jewellery. 10
4. List the factors responsible for increased demand of cosmetics in the country. Also express your opinion on various issues related to criticism and controversies surrounding cosmetics. 10
5. Describe the various functions of fashion accessories. Also list four fashion accessories for men, women and kids. 10

6. Discuss various categories of perfumes according to traditional classification. Also name and discuss any two top end brands of perfumes. 10
 7. Discuss the use of watches as fashion products. Also mention the kinds of straps and shapes of dials in use. 10
 8. Write a detailed note on current and future scenario of mobile phone marketing in India. 10
 9. What do you understand by villas and pent houses? Name any two apartments designed by fashion designers in NCR. 10
 10. Explain in detail the Home Luxuries, Personal Luxuries and Experiential Luxuries with the help of suitable examples. 10
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