

**M.A. IN FASHION RETAIL MANAGEMENT  
(MAFRM)**

**Term-End Examination**

**December, 2013**

**MFM-043 : PRODUCT KNOWLEDGE**

*Time : 3 hours*

*Maximum Marks : 100*

- Note :**
- (i) *All questions are compulsory.*
  - (ii) *Internal choices are mentioned*

- 
- 
1. (a) What are essential oils ? Explain the extraction process with examples. 10
  - (b) Explain and classify fragrances for Men. Give examples. 10
  2. What are the different materials that are commonly used in manufacturing of footwear ? Explain. List the common footwear parts and accessories with their description. 10+10=20
  3. (a) What is leather ? Explain the stages of making leather. 10
  - (b) List different types of leather and explain each. 10
  4. Explain REACH, its scope and intent and impact on Indian exports. 20
  5. What is Brand Loyalty ? Mention few strategies and describe them. 20

**OR**

What is micro-encapsulation ? How is it used by marketers ?