

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

**Term-End Examination**

00165

December, 2014

**MFW-022 : LIFESTYLE MERCHANDISING**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. "Growth in case of lifestyle merchandising is measured most directly by units per transaction." Discuss ways to achieve this growth in the light of the above statement. 10
2. Distinguish between personality and lifestyle. What do you understand by lifestyle retailing? 10
3. Discuss market characteristics of luxury goods. Name any four major multibrand luxury retailers. 10
4. Discuss two primary dimensions used for population segmentation in VALS-2. Also mention any four applications of VALS model. 10

5. Discuss the various uses of jewellery besides ornamentation purposes. Name top five Indian and top five Overseas brands of jewellery. 10
  6. List the factors responsible for increased demand of cosmetic products in the country. Explain in brief any two renowned brands of cosmetics in India. 10
  7. Discuss modern classification of perfumes. Name any two perfumes named after or endorsed by celebrities. 10
  8. Which type of items may be named as fashion accessories ? Mention functions of any two fashion accessories. 10
  9. Describe in brief the current and future scenario of mobile phone marketing in India. Also throw light on transition of mobile phones from being a utility item to luxury and vice-versa. 10
  10. What do you understand by Villas and Penthouses ? Explain real estates designed by fashion designers. 10
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