

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

00393

December, 2016

BFW-022 : RETAIL MERCHANDISING – III

Time : 3 hours

Maximum Marks : 70

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

1. What do you understand by personality and lifestyle ? Distinguish between lifestyle retail and luxury retail. 10

2. Name any four luxury real estates designed by fashion designers. Also write a short note on the emerging market for luxurious living. 10

3. Discuss transition of mobile phones as a fashion statement from a utility product. Also name four mobile brands launched by fashion houses. 10

4. Discuss the various categories of perfumes according to traditional classification. Also name any five top end brands of perfumes. 10

5. Discuss two primary dimensions used for population segmentation in VALS 2. Also name any four applications of VALS. 10
 6. What are the problems associated with launching of luxury retail stores in India in terms of infrastructure and Indian mindset? 10
 7. What do you understand by AIO in context of lifestyle merchandising? What precautions should be used while using measures like AIO? 10
 8. Discuss the criticism and controversies surrounding the manufacturing and use of cosmetic products all over the world. 10
 9. "Growth in case of lifestyle merchandising is measured most directly by units per transaction." Discuss ways to achieve this. 10
 10. Discuss market characteristics of luxury goods. Also name any four major multibrand luxury retailers. 10
-