

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

**Term-End Examination**

00451

**December, 2017**

**BFW-022 : RETAIL MERCHANDISING – III**

*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. What do you understand by Villas and Penthouses ? Write a short note on luxury hospitality brands entering into the real estate sector. 10
  
2. Discuss various uses of jewellery besides the purpose of decoration. Elaborate on materials used for making such jewellery. 10
  
3. "Growth in case of lifestyle merchandising is measured most directly by 'units per transaction' parameter." Discuss ways to achieve this. 10

4. List the factors responsible for the increased demand of cosmetics in India. Write short notes on any two renowned cosmetic brands in India. 10
  5. Discuss the role of (a) Staff training, (b) Store ambience, (c) Pricing, and (d) Assortment in case of a luxury retail outlet. 10
  6. Discuss the modern classification of perfumes. Give examples of some perfumes named after celebrities. 10
  7. Distinguish between Personality and Lifestyle. What do you understand by lifestyle retailing? 10
  8. Name any four fashion accessories and describe the functions of any two of them. 10
  9. Discuss the primary dimensions used for population segmentation in VALS-2 model. Provide any four applications of the same. 10
  10. Throw light on transition of mobile phones from being a luxury item to a utility item and vice-versa. 10
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