

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

Term-End Examination

December, 2017

00440

MFW-022 : LIFESTYLE MERCHANDISING

Time : 3 hours

Maximum Marks : 70

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

1. Differentiate between home luxuries, personal luxuries and experimental luxuries with the help of suitable examples. 10
2. Describe various categories of perfumes according to traditional classification. Discuss any two top-end brands of perfumes. 10
3. Describe the market characteristics of luxury goods. Also name any four major multibrand luxury retailers. 10
4. Explain in brief, the criticism and controversies surrounding cosmetics. Name two major players each for hair care products and herbal cosmetics. 10

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5. Name any four major launches of luxury real estate across India along with the city of their launch. Explain any two of them in brief. 10
 6. Discuss two primary dimensions used for population segmentation in VALS-2. Also mention any four applications of the VALS model. 10
 7. Which type of items may be named as fashion accessories ? Mention the functions of any two fashion accessories. 10
 8. What do you understand by villas and penthouses ? Explain real estates designed by fashion designers. 10
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