

**M.Sc. FOOTWEAR DESIGN AND
PRODUCTION (MSCFDP)**

Term-End Examination

00210

December, 2017

MFR-010 : FOOTWEAR RETAILING

Time : 3 hours

Maximum Marks : 70

Note : Answer any *seven* of the following. All questions carry equal marks.

1. How does knowledge about sourcing hubs and international market help in merchandising functions ? 10
2. Explain how retailers communicate through visual images. 10
3. Explain the impact of technology on consumer buying practices in retail. 10
4. What is the meaning, significance and scope of e-commerce ? 10
5. Explain the theories of fashion adoption with suitable examples. 10

- 6. Explain any *five* of the following briefly : $5 \times 2 = 10$**
- (a) Customer returns and allowances
 - (b) Volume sale
 - (c) List price
 - (d) Commission
 - (e) Gross sales
 - (f) SKU
- 7. Explain the ways of promoting products in a retail store. 10**
- 8. Explain in detail the fashion acceptance curve with respect to footwear as a product. 10**
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