

M.A. IN FASHION RETAIL MANAGEMENT  
(MAFRM)

00556

Term-End Examination

June, 2013

MFM-043 : PRODUCT KNOWLEDGE

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. (a) Define the features of *any two* of the following : 2x5=10
  - (i) Eau de Cologne
  - (ii) Eau de Parfum
  - (iii) Eau de Toilette
- (b) What are animal and floral source essential oils ? Explain the extraction process with examples. 10
  
2. List different types of commonly used footwear and classify them under following heads : 10  
sportswear, formal, casual, industrial and military.
  
3. What issues do companies face when they shift manufacturing to a new area in terms of raw material and labour ? 20

4. What kind of changes do you suggest to companies in the footwear industry to improve quality and productivity ? 10
  5. What are the key issues or problems faced by the footwear sector at present ? Explain. 20
  6. (a) What can be classified as an "organic" product ? What are the international guidelines for a product/manufacturing units to be GOTS certified ? 10  
(b) Explain briefly about the Indian Accessories Industry and write about the present players in the markets. 10
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