

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

00104

Term-End Examination

June, 2014

MFW-022 : LIFESTYLE MERCHANDISING

Time : 3 hours

Maximum Marks : 70

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

1. Trace the history of luxury retailing in India.
Discuss the future scenario of the same. 10
2. Name and discuss eight consumer segments
identified by VALS-2 segmentation. 10
3. Describe any two renowned cosmetic brands in
the country. Also name two major retail players
in cosmetics industry, who rely on direct selling
in India. 10
4. Which type of articles can be termed as fashion
accessories ? Mention any four functions of 'Hats'
as a fashion accessory. 10

5. Discuss modern classification of perfumes. Also name any two perfumes named after celebrities in India. 10
6. Draw and discuss fragrance wheel. Write a note on 'Measures to preserve perfumes'. 10
7. Discuss current and future prospects of luxury watch industry in India. Also name and discuss any two brands of luxury watches. 10
8. Discuss in detail the use of mobile phones as a luxury status symbol. Name any four mobile brands launched by fashion houses along with the associate mobile manufacturers. 10
9. Name any four Indian fashion designers who have entered into designing hotels and resorts. Also name any two luxury hotels or resorts, which have lent their names to residential properties. 10
10. Differentiate between Home Luxuries, Personal Luxuries and Experiential Luxuries with the help of sufficient examples. 10