

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

Term-End Examination

June, 2016

00486

BFW-022 : RETAIL MERCHANDISING – III

Time : 3 hours

Maximum Marks : 70

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

1. Distinguish between personality and lifestyle.
What do you understand by Lifestyle Retail ? 10

2. List the factors responsible for increased demand of cosmetic products in the country. Also discuss the demand fluctuations in any two renowned brands of cosmetics. 10

3. Which type of articles can be termed as fashion accessories ? Mention any four functions of hats as a fashion accessory. 10

4. What do you understand by villas and penthouses ? Also write a short note on real estate designed by fashion designers. 10

5. What is basket size ? How will you try to increase it in a retail store ? 10
 6. Discuss the history of luxury retailing in India. Also throw light on its present day scenario. 10
 7. Name and discuss eight consumer segments identified by VALS-2 segmentation. 10
 8. How will you identify consumers' activities, interests and opinions ? 10
 9. Discuss in detail the origin of watches and their transition to fashion. 10
 10. Name and explain any four finishes in jewellery. Also discuss various materials used for manufacturing jewellery. 10
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