

No. of Printed Pages : 2

BFW-022

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

Term-End Examination

June, 2015

00380

BFW-022 : RETAIL MERCHANDISING - III

Time : 3 hours

Maximum Marks : 70

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

1. Name any four fashion accessories. Describe the origin/history and functions of any two of them. 10
2. Explain briefly the fragrance wheel with a sketch. Discuss the measures to preserve perfume. 10
3. Explain the difference between Home Luxuries, Personal Luxuries and Experiential Luxuries with the help of suitable examples. 10
4. Discuss VALS topology in detail. 10
5. Describe the market characteristics of Luxury goods. Name any four multi-brand luxury retailers. 10

6. What are the various functions of jewellery besides ornamentation purpose ? Enlist five top Indian and International brands of jewellery. 10
7. Discuss the various criticisms and controversies associated with cosmetic products. 10
8. Write short notes on any *two* of the following : 5+5=10
- (a) Lifestyle Merchandising
 - (b) Utility of Fashion Accessories in Dressing
 - (c) Luxury Retailing
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