

Total No. of Pages : 02

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2015 to 2017) (Sem.-1)

APPAREL RETAIL MANAGEMENT AND TECHNOLOGY

Subject Code : MscFMM-111

Paper ID : [A2160]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTIONS-B consists of THREE Sub-sections : Units-I, II & III.**
3. **Each Sub-section contains TWO questions each, carrying TEN marks each.**
4. **Attempt any FOUR questions, ONE from each Sub-section and fourth from any sub-section.**

SECTION-A

Q1. Answer briefly :

- a) Define Communication Mix.
- b) Does strategic profit model benefit? How?
- c) What is retail marketing?
- d) What is apparel retail management?
- e) What is the major consideration in setting up retail price for a garment?
- f) What are the types of retailers?
- g) Is the Indian retail industry environment suitable for budding designers?
- h) What are the career options in retail industry?
- i) What is retail buying?
- j) What does merchandise mean?

SECTION-B

UNIT-I

- Q2. Write a note on the Indian Retail Industry Environment.
- Q3. Write a note on retailing environment.

UNIT-II

- Q4. Explain the retail market segmentation and its implications.
- Q5. Write a detailed note on trade area analysis and site selection.

UNIT-III

- Q6. Give a detailed account on pricing decisions in retailing.
- Q7. Write a note on retail mix and its connect with the fashion business.

www.FirstRanker.com