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Total No. of Pages : 2

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2018 Batch) (Sem.-1)**APPAREL RETAIL MANAGEMENT AND TECHNOLOGY****Subject Code : MSFMM-103-18 (Core)****Paper ID : [75286]****Time : 3 Hrs.****Max. Marks : 60****INSTRUCTION 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 the following questions in brief :**

- a) What is retailing?
- b) Who is a temporary retailer? Give examples.
- c) What is strategic profit model?
- d) What is trade area analysis?
- e) Define multi-channel retailing.
- f) What do you understand by merchandise category management?
- g) Who is a vendor? Give examples.
- h) What do you understand by FDI?
- i) Define a consumer.
- j) What are chain store retailers?

SECTION-B

UNIT-I

- Q2. What do you know about evolution and challenges of retailing?
- Q3. Discuss the various career opportunities in retailing.

UNIT-II

- Q4. What do you understand by retail buying? Explain the important functions of a retail buyer and also discuss the important capabilities required to become a good buyer.
- Q5. Discuss the retail market segmentation methods and strategies in detail.

UNIT-III

- Q6. What is pricing? Discuss the important pricing decisions and considerations and their impact on retailing.
- Q7. What is the importance of store design in retailing? Discuss the store design objectives.

UNIT-IV

- Q8. What is supply chain? Discuss the various principles kept in mind for managing a supply chain in an effective manner.
- Q9. What is inventory and how it is managed in retailing? Discuss in detail.