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Total No. of Pages: 02

Total No. of Questions: 09

Master of Science (Fashion Marketing Management)(Sem. – 1)
APPAREL RETAIL MANAGEMENT AND TECHNOLOGY

Subject Code: MSFMM-103-18 (C)

M Code: 75286

Date of Examination : 18-01-23

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 **FOUR** Sub-sections : Units-I, II, III & IV. Each Sub-section contains **TWO** questions each, carrying **TEN** marks each.
3. Student has to attempt any **ONE** question from each Sub-section.

SECTION-A

1. Define/ Explain in brief the following:

- a) Retailers
- b) Discount Stores
- c) Retail site
- d) Strategic Profit Model
- e) Merchandise
- f) Retail Pricing
- g) Vendor
- h) Store Design
- i) Sale Promotion
- j) Departmental Stores

SECTION-B

UNIT-I

2. Discuss the Indian Retail Industry environment with special reference to SWOT.
3. Discuss the different careers in retailing in detail.

UNIT-II

4. What is retail market segmentation? Discuss the retail market strategy in detail.
5. What is a trade area analysis and site selection?

UNIT III

6. What is promotion and communication mix in retail and multi-channel retailing?
7. What is merchandise management? Explain its functions.

UNIT-IV

8. What is inventory management? Explain its importance.
9. What is FDI in retailing? Explain its advantages and disadvantages.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.