



**B.TECH DEGREE EXAMINATIONS: DEC 2022**

(Regulation 2018)

Seventh Semester

**FASHION TECHNOLOGY**

U18FTT7002: Apparel Retail Management

**COURSE OUTCOMES**

- CO1:** Gain knowledge on the fundamentals of retailing  
**CO2:** Relate the aspects of customer behavior and retailing  
**CO3:** Acquire Knowledge on management of merchandise  
**CO4:** Understand the importance of effective location for retailing  
**CO5:** Understand the importance of atmospherics and space management of retail outlets  
**CO6:** Develop skills in retail pricing and strategies in promotional activities

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions:-**

**PART A (10 x 2 = 20 Marks)**

**(Answer not more than 40 words)**

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|---|-----|-------------------|
| 1. Analyze the functions and activities performed by a retailer.                        | CO1 | [K <sub>4</sub> ] |
| 2. Compare organized and unorganized retail sectors of India with suitable examples.    | CO1 | [K <sub>4</sub> ] |
| 3. Justify the need for studying consumer buying behaviour in retailing.                | CO2 | [K <sub>5</sub> ] |
| 4. Define segmentation and classify the types of segmentation.                          | CO2 | [K <sub>2</sub> ] |
| 5. What is merchandise management? Mention the components of merchandise management.    | CO3 | [K <sub>3</sub> ] |
| 6. What do you mean by OTB planning in retailing?                                       | CO3 | [K <sub>3</sub> ] |
| 7. Highlight the importance of store location in retailing.                             | CO4 | [K <sub>3</sub> ] |
| 8. Investigate, how the retail store atmospherics influences consumer buying behaviour. | CO5 | [K <sub>4</sub> ] |
| 9. List the retail-pricing objectives.  | CO6 | [K <sub>2</sub> ] |
| 10. Identify the importance of advertising in retail business.                          | CO6 | [K <sub>4</sub> ] |

**Answer any FIVE Questions:-**

**PART B (5 x 16 = 80 Marks)**

**(Answer not more than 400 words)**

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|---|---|-----|-------------------|
| 11. a) Identify the various trends in retail business formats and distinguish the challenges faced by the retailers from organized retail sectors with unorganized retail sectors.                    | 8 | CO1 | [K <sub>4</sub> ] |
| b) Analyze the various strategies (customer service and interaction, pricing, merchandise availability strategies etc.) followed by anyone renowned retail store in your city with suitable examples. | 8 | CO1 | [K <sub>4</sub> ] |

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|-----|----|---|---|-----|-------------------|
| 12. | a) | Describe the basic model of the consumer decision-making process with suitable examples and explain the factors which affect consumer decision-making in retailing.   | 8 | CO2 | [K <sub>3</sub> ] |
|     | b) | Identify the situational variables in retailing and prove how the situational variable influences a consumer's shopping behaviour, with suitable examples.  | 8 | CO2 | [K <sub>4</sub> ] |
| 13. | a) | Justify why segmentation targeting and positioning are important in retailing.  | 8 | CO3 | [K <sub>4</sub> ] |
|     | b) | Assume you are appointed as a retail store manager, how will you identify the target market, customer profile and survey on buyer intentions?   | 8 | CO3 | [K <sub>5</sub> ] |
| 14. | a) | Distinguish between product and brand management in retailing with appropriate examples of your own.  | 8 | CO3 | [K <sub>4</sub> ] |
|     | b) | Highlight the importance of merchandise management and identify how merchandise management planning is done in the retail segments.   | 8 | CO3 | [K <sub>3</sub> ] |
| 15. | a) | You are planning to start a new retail showroom, describe the process of site selection and retail location for your store with appropriate examples.   | 8 | CO4 | [K <sub>5</sub> ] |
|     | b) | Retail store atmospherics and store space management can influence customer attitudes and perceptions in relation to the overall quality of the store – Prove how the wall is used as a retail selling tool in retailing, with suitable examples. | 8 | CO5 | [K <sub>5</sub> ] |
| 16. | a) | Discuss the various pricing approaches and strategies offered by the retailer, with appropriate examples.   | 8 | CO6 | [K <sub>2</sub> ] |
|     | b) | With appropriate examples, justify how advertising influences the sales promotion of retailing business.  | 8 | CO6 | [K <sub>4</sub> ] |

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