

M. TECH DEGREE EXAMINATIONS: APRIL/MAY 2010

Second Semester

APPAREL TECHNOLOGY AND MANAGEMENT

FTY608: Fashion Retail Management

Time: Three Hours

Maximum Marks: 100

Answer All Questions:-

PART A (10 x 2 = 20 Marks)

1. Enlist the functions of retailing
2. Enlist the steps involved in Merchandise Planning.
3. What is “Market Segmentation?”
4. Define the term “Target Marketing”
5. Give the flow chart for customer decision making
6. Explain “Model Stock Plan”
7. Define Category management
8. List the elements of store design
9. Differentiate between ‘Atmospherics’ and ‘Aesthetics’ of store interiors.
10. What are the factors affecting pricing strategy?

PART B (5 x 16 = 80 Marks)

11. a) Explain the significance & salient features of retail management in Fashion.

(OR)

- b) Discuss the opportunities & challenges faced by retailers in India.

12. a) Write a detailed note on retail market segmentation & target marketing.

(OR)

- b) Explain the role of category management & merchandise management planning in retailing.

13. a) Discuss the role of marketing strategy planning process in retailing.

(OR)

- b) Enumerate the factors that affect site selection and location planning for the retail store.

14. a) Explain with a suitable case study, the importance of retail management.

(OR)

b) Discuss the role of retail marketing & branding in Indian retail scenario.

15. a) Discuss the pricing strategies adopted by retailers.

(OR)

b) Write short notes on:

(i) Assortment planning

(ii) Visual Merchandising.
