

M.TECH DEGREE EXAMINATIONS: NOV/DEC 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. List out the factors to be considered for the effective retail strategy of a store.
2. Write the significance of merchandise mix in a retail organization.
3. What is the role of a customer profile in retailing?
4. Differentiate between market segmenting and market positioning
5. Why a model stock plan is required?
6. Define brand management.
7. List the types of consumer goods
8. What are atmospherics in a retail store?
9. List out the retail store's pricing objectives.
10. What do you mean by promotion mix with respect to retail store?

PART B (5 x 16 = 80 Marks)

11. a) Give a detailed account on the people involved in the retailing and discuss the changing phase of retailing.

(OR)

- b) Elaborate the factors governing the retail organization.

12. a) Elucidate the significance of consumer behavior in retail environment

(OR)

- b) Narrate the objectives, criteria and steps involved in retail market segmentation.

13. a) Compare and contrast the roles of brand management and product management in the Indian retail environment

(OR)

- b) Give a brief account on the objectives and procedures involved in merchandise management

14. a) Discuss on various factors governing the selection of store location

(OR)

- b) "Retail space management is one of the more crucial challenges faced by retailers today" - How do the retailers manage this challenge? Explain.

15. a) Explain the promotion strategy to be followed by a retail organization

(OR)

- b) Explain the concepts behind the following:

(i) Retail pricing approaches and strategies (8)

(ii) Price elasticity and Price sensitivity (6)
