

Register Number:

M.TECH DEGREE EXAMINATIONS: JUNE 2013

Second Semester

APPAREL TECHNOLOGY AND MANAGEMENT

FTY608: Fashion Retail Management

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 2 = 20 Marks)

1. What are the functions of retail channels?
2. What is the significance of planning a merchandise mix?
3. Enlist the steps involved in consumer decision making process.
4. What are the benefits of positioning a product in the market?
5. Classify suppliers.
6. Write a note on model stock plan.
7. What is atmospherics in the context of internet retailing?
8. List out the types of consumer goods.
9. What is price elasticity?
10. Furnish the significance of relationship marketing.

PART B (5 x 16 = 80 Marks)

11. a) Discuss in detail on retail strategies and the changing phase of retailing.

(OR)

- b) Write short notes on the following:

i) Retailing in rural India (8)

ii) Vertical marketing system (8)

12. a) Write short notes on the various factors affecting consumer decision making process

(OR)

- b) Give an overview on the benefits and process of market segmentation

13. a) Briefly explain the various types of suppliers and the criteria for selecting them.

(OR)

b) Elucidate on merchandise management planning in retail segments

14. a) Explain how retail locations are selected based on various requirements.

(OR)

b) Elaborate on retail space management.

15. a) Discuss on the various influences in planning retail pricing

(OR)

b) Elaborate on the various retail promotion strategies
