

**B.TECH., DEGREE EXAMINATIONS: APRIL/MAY 2014**

(Regulation 2009)

Sixth Semester

**FASHION TECHNOLOGY**

FTY206: Fashion Retail Management

**Time: Three Hours**

**Maximum Marks: 100**

**Answer ALL Questions:-**

**PART A (10x1=10 Marks)**

1. One of the main function of retail department is \_\_\_\_\_
  - a) distribution and logistics
  - b) apparel manufacturing as per customer requirement
  - c) fixing product price
  - d) allocating job to operators.
2. Channels of distribution add \_\_\_\_\_ to products by making them available when they are needed
  - a) quality
  - b) Time Utility
  - c) place utility
  - d) retail concept
3. Consumer preference on fashion apparel is influenced by lifestyle and value simulations by gaining \_\_\_\_\_
  - a) Ease of recognition
  - b) neighbour's choice
  - c) product experience
  - d) competitor's offer
4. Brand image is the \_\_\_\_\_
  - a) cost of product in market
  - b) physiological aspects in consumer's mind
  - c) corporate logo
  - d) psychological aspects in consumer's mind
5. When an organization offers the customers a continuous stream of state-of-the-art products and services, it is said to have achieved \_\_\_\_\_
  - a) Operational Excellence
  - b) Product leadership
  - c) Customer Intimacy
  - d) Strategic Success
6. \_\_\_\_\_ is a strategy that involves dividing a broad target market into subsets of

consumers who have common needs and priorities

- a) advertising through internet
  - b) market identification
  - c) acquiring local companies
  - d) Market segmentation
7. The category of the middle class which earns an annual income less than Rs.90,000/- is called \_\_\_\_\_
  - a) Aspirers
  - b) Deprived
  - c) Near Rich
  - d) Seekers
8. Cognitive Dissonance means \_\_\_\_\_
  - a) Delight and satisfaction
  - b) Dissatisfaction
  - c) Post-purchase anxiety
  - d) Pre-purchase behaviour
9. \_\_\_\_\_ sets an expectation for consumers
  - a) logistics office
  - b) store shelves
  - c) Store front
  - d) sales representative
10. \_\_\_\_\_ is strategy used by the smaller retail shops to avoid price wars and still maintain a decent profit.
  - a) mark-up pricing
  - b) Manufacturer suggested retail price (MSRP)
  - c) matching competition pricing
  - d) percentage pricing

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

11. Classify the retail formats.
12. List few challenges faced by the Indian apparel retail industry.
13. Differentiate between psychographic and demographic variables.
14. Highlight the situational variables affecting consumer's shopping behaviour.
15. Bring out two main criteria applied in supplier evaluation in apparel retail industry.
16. List the process involved in merchandise planning.
17. Define the term 'Life style merchandising'
18. Mention the objectives of a good store space design.
19. Differentiate between price sensitivity and price elasticity.
20. Highlight the importance or otherwise in adopting promotional strategy mix in the context of current retail market scenario.

**PART C (5 x 14 = 70 Marks)**

21. a) Enumerate on the changing characteristics of Indian apparel retail segment in today's business environment.  
(OR)  
b) Compare and contrast between organized and un-organized retailing.
22. a) Give a detailed account of customer profiling and analysis.  
(OR)  
b) 'Retail market segmentation plays an important role in today's context of fashion retailing' – Support your argument with a case study.
23. a) Elaborate on product management and brand management  
(OR)  
b) With the help of a case study, elucidate on importance of brand management on the success of the retail store.
24. a) Elaborate the process of selecting retail store location for high fashion products  
(OR)  
b) With suitable examples explain the store place designing.
25. a) Discuss in detail retail pricing approaches and their influence on the demand for apparel products.  
(OR)  
b) Explain in detail criteria for selecting advertisement media and their impact on consumers.

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