



Register Number:.....

**B.TECH DEGREE EXAMINATIONS: NOV / DEC 2014**

(Regulation 2009)

Sixth Semester

**FASHION TECHNOLOGY**

FTY206: Fashion Retail Management

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions:-**

**PART A (10 x 1 = 10 Marks)**

1. Marketing concept address the four P's: Product, Price, Promotion & -----
  - a) Place
  - b) Presentation
  - c) Prestige
  - d) Progress
2. Any paid message in the media used to increase sales.
  - a) Advertising
  - b) Buying
  - c) Shopping
  - d) Interview
3. The business of buying fashion merchandise from a variety of resources and reselling it to ultimate consumers-----
  - a) Wholesalers
  - b) Marketing
  - c) Fashion retailing
  - d) Merchandising
4. Prediction of fashion trend.-----
  - a) Fashion forecasting
  - b) Advertisement
  - c) Marketing
  - d) Sale test
5. -----has the responsibility for merchandise content and assortment.
  - a) Store line
  - b) Market line
  - c) Shopping line
  - d) Buying line
6. A merchandise -----is a collection of various styles, quantities and prices related merchandise, usually grouped under one classification within a department.
  - a) Parts
  - b) Assortment
  - c) Segmentation
  - d) Market



**(OR)**

- b) (i) Explain the types of retail market segmentations and their selection criteria. (7)
- (ii) Outline the factors involved in creation of customer profile with appropriate examples. (7)

23. a) (i) Explain the preparation of six – month merchandise plan with suitable illustrations. (10)
- (ii) Explain the process of merchandise management. (4)

**(OR)**

- b) (i) Discuss the influence of model stock plan in retail merchandising. (4)
- (ii) Explain the stages involved in merchandise planning with suitable examples. (10)

24. a) Give the types of retail locations and outline the factors that influence the selection of location for a fashion retailing outlet.

**(OR)**

- b) (i) Explain the elements of store designs with suitable examples. (8)
- (ii) Outline the importance of atmospherics, and color selection for fashion retailing store with suitable examples. (6)

25. a) (i) Discuss the elements of retail pricing. (4)
- (ii) Explain the factors involved in pricing strategies adopted by fashion retailers. (10)

**(OR)**

- b) (i) Explain the factors involved in sales promotion of a fashion retail outlet. (8)
- (ii) Discuss the importance of personal selling and publicity. (6)

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