



**B.TECH DEGREE EXAMINATIONS: MAY 2015**

(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. ----- is the use of a variety of channels in a customer's shopping experience including research before a purchase
  - a) Single-channel retailing
  - b) Multichannel retailing
  - c) Omni channel retailing
  - d) Cross-channel retailing
2. ----- refers to a channel of distribution in which there is formal cooperation among members at the manufacturing, wholesaling, and retailing levels.
  - a) Consumer marketing system
  - b) Conventional marketing system
  - c) Horizontal marketing system
  - d) Vertical marketing system
3. ----- is a stage of the consumer decision making process in buying a product where evaluation is done to check whether actual performance of the product meets customer's expectations.
  - a) Evaluation of alternatives
  - b) Post-purchase dissonance
  - c) Information search
  - d) Purchase decision
4. A: Routine customer decision making shows less involvement in buying process.  
R: Routine customers buy frequently purchased products with little search
  - a) Both A & R are right and R is the reason for A
  - b) Both A & R are right and R is not the reason for A
  - c) A is wrong and R is also wrong
  - d) A is wrong and R is right
5. Choose the correct statement(s): The constraining factors influencing merchandise plan includes (i) Selling space ; (ii) Supplier; (iii) Budget
  - a) (i) and (ii) are wrong and (iii) is right
  - b) (i) and (iii) are right and (ii) is wrong
  - c) (i) and (ii) are right and (iii) is wrong
  - d) (ii) and (iii) are right and (i) is wrong



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

21. a) Discuss the structure of retail organization and the significance of retailing in rural India

**(OR)**

- b) Analyse the vertical marketing system and challenges involved in retail business

22. a) Analyse the influence of situational variables on shopping behavior and customer profile using case studies

**(OR)**

- b) “Customer service: Manages gaps between expectation and performance”. Explain this statement with special reference to the dimensions determining the quality of customer service.

23. a) Explain the various components of merchandise management and examine their role in managing the merchandise

**(OR)**

- b) Give a detailed note on the following topics with suitable examples:

(a) Evaluating merchandise performance (7)

(b) Brand management and retailing (7)

24. a) Analyse the factors to be considered for selection of a site to open a major fashion retail outlet

**(OR)**

- b) Discuss the atmospherics and space management in the context of internet retailing.

25. a) Summarize the various retail pricing strategies. Discuss with reasons any three pricing strategies in retailing which will be suitable for a multi brand apparel retail outlet.

**(OR)**

- b) Give a detailed comment on the following topics with relevant examples:

(i) Consumer responsiveness to prices (7)

(ii) Role of price elasticity and sensitivity (7)

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