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Total No. of Pages : 02

Total No. of Questions : 07

**M.Sc.(Fashion Marketing Management) (2018 Batch) (Sem.–1)**

**APPAREL RETAIL MANAGEMENT AND TECHNOLOGY**

**Subject Code : MSFMM-103-18 (Core)**

**M.Code : 75286**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION TO CANDIDATES :**

1. **SECTION-A is COMPULSORY** consisting of TEN questions carrying TWO marks each.
2. **SECTION-B** consists of THREE Sub-sections : Units-I, II & III.
3. Each Sub-section contains TWO questions each, carrying TEN marks each.
4. Attempt any FOUR questions, ONE from each Sub-section and fourth from any sub-section.

**SECTION-A**

**1. Answer briefly :**

- a. Who is a retailer?
- b. Define a market.
- c. What is trade area analysis?
- d. Define e- retailing.
- e. What do you understand by category management?
- f. What is wholesale pricing?
- g. What do you understand by Inventory?
- h. Define retail buying.
- i. What are factory outlets?
- j. Discuss the importance of sourcing in retail.

## **SECTION-B**

### **UNIT-I**

2. Discuss about **any five** type of retailers.
3. Discuss the various career opportunities in retailing.

### **UNIT-II**

4. What do you understand by retail marketing strategy? How an effective strategy can be planned and executed? Discuss in detail.
5. Discuss the strategic profit model with its objectives and advantages.

### **UNIT-III**

6. What is pricing? Discuss the different types of retail pricing.
7. What is merchandise management process? Discuss its objectives and challenges.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**