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Total No. of Printed Pages: [01]

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B.Sc. (Fashion Technology) (Semester – 5th)

COSTING AND RETAIL MANAGEMENT

Subject Code: BFTE2-535

Paper ID: [130223]

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A

(2 marks each)

- Q1. Attempt the following:
- a. Explain Retailing
 - b. Explain E-Commerce
 - c. Define Barter
 - d. Define Positioning
 - e. What are Distribution channels?
 - f. Define Marketing
 - g. Define Advertising
 - h. Explain Inventory management
 - i. Explain Marketing mix
 - j. Define SKU

Section – B

(5 marks each)

- Q2. What are factory outlets?
- Q3. What is the concept of franchising in retail? What are its advantages and disadvantages?
- Q4. Explain the concept of non-store retailing, with the help of suitable examples.
- Q5. Compare: wholesalers and retailers.
- Q6. Explain the four elements of retail mix.

Section – C

(10 marks each)

- Q7. Classify retail formats based on product range.
- Q8. What is retail fashion promotion? Discuss the ways of such promotion.
- Q9. What is the current retailing scenario in India?