

Register Number:

Name of the Candidate:

B.Sc. DEGREE EXAMINATION, May 2015

(FASHION DESIGN)

(THIRD YEAR)

303/710: RETAIL MARKETING AND VISUAL MERCHANDISING

(Old /New Regulation)

Common with B.Sc., TD. (NR & OR)

Time: Three hours

Maximum: 60 marks

SECTION-A

(5× 2 = 10)

I. State true or false

1. The consumer is the ultimate user of a product.
2. 'Market segmentation' refers to the classification of customers under various categories.
3. Product development refers to marketing of seconds
4. Mass merchants are people who provide standard basics at higher prices with good service.
5. Visual merchandising techniques will remind the customers about the inner desire of new fashion.

SECTION-B

(1× 5= 5)

II. Define any ONE of the concepts

6. Marketing concept.
7. Visual merchandising planning.

SECTION-C

(3× 5= 15)

Answer any THREE questions

8. Explain the concepts of marketing process.
9. Describe in detail about purchase decision.
10. What are the advantages of product classification?
11. Explain the functions carried out during packaging.
12. Discuss how a retailer creates values in retail marketing.

SECTION-D

(3× 10= 30)

Answer any THREE questions

13. Explain the management process with an apt example.
 14. Discuss buyers role in contemporary buying.
 15. Explain with example the process of branding.
 16. Discuss the process of packaging and labelling.
 17. Describe the merchandising tools and the role of merchandiser in visual merchandising.
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