

TM242855P

Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, MARCH 2024
2023 ADMISSIONS REGULAR
SEMESTER II - CORE COURSE FASHION DESIGNING
FD2C04TM22 - Fashion Retailing

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. What is retailing?
2. Which are the four Ps of the retailing mix?
3. What is retail market strategy?
4. What is safety stock?
5. What is space planning?
6. Explain about E.O.M.
7. Write about internal theft inside a store.
8. What is mark down?
9. What are the responsibilities of a personnel division in retail store?
10. Describe about everyday low pricing.



Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Explain price mix and promotion mix.
12. Discuss about the criteria for selecting a target market.
13. Which are the issues to consider when choosing a region or trade area?
14. How would a retailer use the information provided by a planogram?
15. Write in detail about space planning.
16. Explain about characteristics of successful vendor-buyer relationship.
17. Explain about the responsibilities of store manager.
18. Explain about the recruitment of retail store employees.

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Describe in detail about a) Discount Stores b) Carts and Kiosks c) Super markets d) Off price retailers.
20. Write in detail about planning merchandise assortment.
21. Describe about the different vendor- buyer relationships.
22. Explain about the pricing strategy and any five types of pricing of merchandise in a retail store.