

Total No. of Pages : 2

Register Number :

**5473**

Name of the Candidate :

**B.Sc. DEGREE EXAMINATION DECEMBER 2013.**

**(FASHION DESIGN)**

**(THIRD YEAR)**

**303 /710 — RETAIL MARKETING AND VISUAL MERCHANDISING  
(NR AND OR)**

**(Common to B.Sc. F.D (NR) B.Sc. Textile Design NR and OR)**

Time : Three hours

Maximum : 60 marks

**SECTION A**

**State True or False**

**(5 × 2 = 10)**

1. A market consists of a group of potential customers with similar needs.
2. Naming market is a disaggregating process.
3. Segmenting is an aggregating process.
4. Responsibility of retail buyer is to get order.
5. Window display is a tool not used in visual merchandising.

**SECTION B**

**Define any ONE of the concepts.**

**(1 × 5 = 5)**

6. BCG model.
7. E-tailing.

**SECTION C**

**Answer any THREE questions.**

**(3 × 5 = 15)**

**All questions carry equal marks.**

8. State the elements of a business system.
9. State the duties of retail buyers.
10. Give an account on advantages of branding.
11. Explain the role of merchandiser in export unit?
12. Write in detail about basic rules of visual merchandising?

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**SECTION D**

**Answer any THREE questions.**

**(3 × 10 = 30)**

**All questions carry equal marks.**

13. Briefly explain about marketing concept.
  14. What are the factors influencing in consumer behaviour - Explain.
  15. Explain in detail about product life cycle?
  16. Write about packaging concepts and considerations.
  17. Briefly explain about merchandising policies.
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