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School of Architecture and Design

Bachelor of Science in Fashion Design

Mid Term Examination - Nov 2023

Duration : 90 Minutes

Max Marks : 50

Sem V - B1UB503T - Marketing and MerchandisingGeneral Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) What is direct mail retailing? K2 (2)
- 2) Explain the Five Forces Model. K1 (3)
- 3) Discuss how merchandise selection can be a competitive advantage. K2 (4)
- 4) Explain the concept of the retail external environment. K2 (6)
- 5) What are the different forms of retail competition? K3 (6)
- 6) Assess the effectiveness of different formats based on pricing. K3 (9)
- 7) Evaluate the impact of ethical and legal issues in retailing. K4 (8)

- 8) Discuss in depth how retailers can use the Five Forces Model. K4 (12)

OR

- Analyze the components and importance of retail strategies. K4 (12)