

Register Number :

Name of the Candidate :

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B.Sc. DEGREE EXAMINATION, 2011

(FASHIONDESIGN)

(THIRD YEAR)

(PAPER - XXVIII)

**303. RETAIL MARKETING AND VISUAL
MERCHANDISING**

(*Common to B.Sc. Textile Design &
Lateral Entry*)

May]

[Time : 3 Hours

Maximum : 60 Marks

SECTION – A (5 × 2 = 10)

State True or False.

1. Marketing is buyer orientation.
2. Studying the behaviour of one who buys feeding bottle is buyer behaviour.

Turn Over

3. Product line is the component of product mix.
4. When the ultimate consumer buys directly from the manufacturer, retailing is displaced.
5. Retailer arranges for window display.

Define any ONE of the concepts:

6. Product life cycle.

7. Visual merchandising.

SECTION – C (3 × 5 = 15)

Answer any THREE questions.

All questions carry equal marks.

8. When strategic planning is required?
9. Explain buyer's role.
10. What are the functions of packaging?
11. What are the sources of information concerning buyers?
12. How to plan for a display?

SECTION – D (3 × 10 = 30)

Answer any THREE questions.

All questions carry equal marks.

13. Explain the different elements of a business system.
14. Explain the factors influencing consumer behaviour.
15. Explain the procedure meant for product positioning.
16. Explain the challenges in retail management.
17. Suggest measures to become a good visual merchandiser.