

13. What do you understand by retail branding and explain the roles perform by a retailer.

14. What are the importance of purchasing cycle ?
Explain the role of purchasing department and purchase procedure.

A—3044

Bachelor of Design (Third Year)

Examination, 2020-21

FASHION DESIGN

Paper Third

Retail and Visual Merchandising

Time : 3 Hours

Maximum Marks : 70

Section A

(Short Answer Type Questions)

Note : Attempt any *Six* questions. All questions carry equal marks. **6×5=30**

1. What is Merchandising and what is the role of merchandiser ?
2. What do you understand by the term visual merchandising ? Explain the role of visual merchandiser in a store.

3. Define the following :

- (a) Signage
- (b) Marquees
- (c) Outdoor display
- (d) Props
- (e) Window display
- (f) Fixtures.

4. Describe purchase order and what are the method of purchasing ?

5. Explain supply chain management concept.

6. Describe the integrated Logistics and Quality costomer service.

7. What are the functions of merchandiser in an export house ?

8. Define the term retail and describe types of retailer.

Section B

(Long Answer Type Questions)

Note : Attempt any *Four* questions. All questions carry equal marks. **4×10=40**

9. Why do we display, explain. Also describe the various types of displays.

10. What do you understand by customer relationship ? How does a retailer maintain the customer relationship ? Explain with example related to fashion or garment manufacturing industry.

11. Explain floor planning and its types. What are the means of visual communication explain ?

12. Explain the following with example :

- (a) Brand equity
- (b) Customer loyalty
- (c) Customer Satisfaction
- (d) Purchasing cycle
- (e) Multi-Channel retailing.