



**Avinashilingam Institute for Home Science and Higher Education for Women**  
(Deemed to be University under Category 'A' by MHRD, Estd. u/s 3 of UGC Act 1956)  
Re-accredited with 'A+' Grade by NAAC. Recognised by UGC Under Section 12B  
Coimbatore - 641 043, Tamil Nadu, India

**Bachelor's Degree Examination – August 2020**  
**VI Semester**

**Class : III UG**

**Major : Textiles and Apparel Designing**

**Time : 2 Hours**

**Max. Marks: 50**

**15BTDC34 Apparel Retail Management**

**Part – A**

**10 X 1 = 10**

**Choose the Correct Answer**

1. The timely delivery of goods and services demanded by consumers at prices that are competitive and affordable is  
a. market                      b. goods                      c. retailing                      d. buying
2. The basic structure of retail market conceived, designed and developed to cater to needs of end consumer is  
a. buying                      b. marketing                      c. retailers                      d. retail formats
3. The store specialises in selling a wide range of products without a single predominant product line is  
a. supermarket                      b. departmental                      c. direct                      d. franchising
4. The act of storing goods that will be sold or distributed later is  
a. market                      b. warehousing                      c. area                      d. room
5. The \_\_\_\_\_ is issued by manufacturers of consumer packaged goods or by retailers to be used in retail stores as a part of sales promotions.  
a. coupons                      b. ticket                      c. money                      d. notice
6. The \_\_\_\_\_ is designed to be used as a short-term tactic to boost sales.  
a. market                      b. selling                      c. buying                      d. sales promotion
7. The \_\_\_\_\_ is the point of balance making neither a profit nor a loss.  
a. mark up                      b. cost                      c. break even                      d. demand
8. Operation of recruiting the employees by evaluating their skills, knowledge and then offering them specific job roles accordingly is  
a. selling                      b. retailing                      c. staffing                      d. interviewing
9. In \_\_\_\_\_ window displays are usually found in large department and flagship stores, where retailers have a huge space to fill but also want to create a sense of focus on the latest products or promotions  
a. open                      b. closed                      c. island                      d. elevated
10. The \_\_\_\_\_ are messages paid for by those who send them and are intended to inform or influence people who receive them.  
a. advertisement                      b. sales                      c. promotion                      d. publicity

**Part B**

**3 x 6 = 18**

Answer any **Three** questions

**Each answer should not exceed 400 words or two pages**

11. Write short notes on departmental stores.
12. State the advantages and limitations of direct selling.
13. Give an account on Store location.
14. List the objectives of store design.
15. What is retail pricing?
16. State the objectives of retail pricing.
17. Brief on the store staffing process.
18. What are the skills of a retail store operator?
19. Differentiate between advertising and publicity.
20. Write a note on the following sales promotion techniques:
  - i. Distribution of samples and
  - ii. Discount coupons

**Part C**

**2 x 11 = 22**

Answer any **Two** questions

**Each answer should not exceed 800 words or four pages**

21. Elaborate on Franchising.
22. Classify retail formats based on relative price and explain the same.
23. Explain Store Design.
24. State the elements of retail marketing mix in detail.
25. Elaborate on the elements of retail pricing.
26. Describe in detail on pricing policies.
27. What are the responsibilities of a store administrator?
28. Explain functions of warehousing.
29. Discuss on the elements of Visual merchandising in detail.
30. Enumerate on the types of window display.

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