

Printed Pages : 2



BFAD-701

(Following Paper ID and Roll No. to be filled in your Answer Book)

**PAPER ID : 701101**

Roll No.

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**B. F. A. D.**

(SEM. VII) (ODD SEM.) THEORY  
EXAMINATION, 2014-15

**RETAILING AND VISUAL COMMUNICATION**

Time : 3 Hours]

[Total Marks : 100

- 1 Attempt any **two** : **2×10 =20**
- (a) Explain Marketing awareness ?
- (b) Prepare a cost sheet for any product.
- (c) Define the role of retail manager ?
- 2 Attempt any **two** : **2×10 =20**
- (a) Explain Visual Merchandising ?
- (b) What is brand promotion ?
- (c) Describe the sourcing parameters ?
- 3 Attempt any **two** : **2×10 =20**
- (a) What is retail buying ?
- (b) Write about fashion Merchandising with example ?
- (c) Explain about the contemporary problems of Indian retail Industry ?

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[ Contd...

**4** Attempt any **two** : **2×10=20**

- (a) Write about the researcher methodology ?
- (b) Write about consumer behavior?
- (c) Explain overlapping international market ?

**5** Attempt any **two** : **2×10=20**

- (a) What do you know about retail Industry structure ?
  - (b) Explain visual communication is supportive to retailing ?
  - (c) Explain the merit and demerit of retailing ?
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