

**DIPLOMA IN FASHION DESIGN
AND RETAIL (DFDR)**

Term-End Examination

December, 2025

**BFD-077 : FASHION RETAIL MARKETING,
OPERATIONS AND STORE MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. (a) Discuss various store based formats. In what ways are store based formats different from non-store based formats ?

10

- (b) Discuss the various factors that affect the shopping behaviour of a consumer. 10
2. (a) Explain the decision-making process for site selection. 10
- (b) Define 'consumer behaviour'. Explain the concept of high involvement and low involvement consumer behaviour, citing relevant examples of both. 10
3. (a) What do you mean by store management ? Discuss the different types of stores and product specification. 10
- (b) What do you understand by the term 'Need' ? Explain the difference between 'Need' and 'Want'. 10
4. (a) Discuss the *three* promotional activities banned or restricted by law in retail. Explain each of them briefly. 10
- (b) Explain the emerging trends in fashion retail marketing. 10

5. (a) What are the different screening and selection processes used by the retail organization ? Discuss in detail. 10
- (b) What is Human Resource Compensation ? Explain its various types with suitable examples. 10
6. (a) Explain the factors which influence customer loyalty. 10
- (b) Describe the role of Information Technology in personal selling. 10
7. (a) Discuss the different factors affecting retail price. 10
- (b) Explain the concept of allocation of resources in detail. 10
8. Write short notes on any *two* of the following : 2×10=20
- (i) Wheel of Retailing
- (ii) Media of Retail Advertising
- (iii) Decision process for Site Selection
- (iv) Qualities of a Salesperson

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