

DIPLOMA IN FASHION DESIGN

AND RETAIL (DFDR)

Term-End Examination

June, 2026

**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.

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1. (a) Explain various types of pricing strategies in retail. 10
 - (b) Explain 'Maslow's Need Hierarchy' theory in the context of household customers. 10

2. (a) Describe the process of developing a retail price strategy. 10
- (b) Discuss the various factors that affect the shopping behaviour of a consumer. 10
3. (a) Discuss the functioning of fashion retail store with reference to 'Pantaloon.' 10
- (b) Describe the different qualities of a sales person engaged in personal selling. 10
4. (a) Explain the concept of ethical retailing. What are the three major areas of retailing where ethical behaviour counts ? 10
- (b) Discuss the different sources of sales promotion. 10
5. (a) What are the three important methods of employee compensation ? Explain each of them. 10
- (b) Human resource compensation plays an important role in the motivation of a personnel. Explain. 10

6. (a) Explain the twelve steps selling process with suitable examples. 10
- (b) Explain the different types of price elasticity and their use in deciding prices of items. 10
7. (a) What is financial leverage ? Explain with suitable examples extracted from retail business. 10
- (b) Describe the different elements of balance score card in retailing. 10
8. Write short notes on any *two* of the following : 2×10=20
- (i) Closing the sale
- (ii) Growth of in-store promotion
- (iii) Culture and sub-culture
- (iv) Price lining

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