

# FASHION RETAILING



**Brand:** Mehta Solutions

**Product Code:** case783

**Weight:** 0.00kg

**Price: Rs500**

## Short Description

**FASHION RETAILING** case study

## Description

### Multiple Choices:

**Q1. Which of the following is NOT an example of On – Site Classifications?**

1. Small Multiunit Specialty Stores
2. Departmental Store Groups
3. Single – Unit Specialty Stores
4. Home – Shopping Organizations

**Q2. Price, care, serviceability and safety are categorized under:**

1. Rational Motives

2. **Patronage Motives**
3. **Emotional Motives**
4. **Safety Motives**

**Q3. A research which is the quickest method and also requires an immediate response\_\_\_\_\_**

1. **Intercept Surveys**
2. **Telephone Questionnaires**
3. **Mail Questionnaires**
4. **On – Line Questionnaires**

**Q4. The center that utilizes high – volume, high – profile outlets to draw customers:**

1. **Power Center**
2. **Off – Price Center**
3. **Outlet center**
4. **Mixed – Use Center**

**Q5. Stores with little frontage but prefer window space to feature their merchandise build\_\_\_\_\_**

1. **Windowless Store Fronts**
2. **Parallel – to – Sidewalk Windows**
3. **Arcade fronts**
4. **Open Windows**

**Q6. Which of the following is NOT included in the trends of Retail Environment Design and Fixturing?**

- 1. Split Departments**
- 2. Minimalist Interior Design**
- 3. In – Store Designer Salons**
- 4. Transformation of Historical Building**

**Q7. The training in which the trainer can provide the necessary information and allow the trainee as much time as necessary to comprehend the machine is\_\_\_\_\_**

- 1. Vestibule Training**
- 2. On – the – job Training**

- 1. Online Training**
- 2. Role Plays**

**Q8. \_\_\_\_\_ is the most effective anti shoplifting tools**

- 1. Video Surveillance System**
- 2. Electromagnetic System**
- 3. Tag – and – alarm System**
- 4. Magnifying Mirrors**

**Q9. Improper Billing while usually on an occasional occurrence is a \_\_\_\_\_**

- 1. Vendor Theft**
- 2. Internet Theft**
- 3. In – Transit theft**
- 4. Internal theft**

**Q10. Which of the following is NOT the characteristic of the successful salesperson?**

- 1. Appropriate Appearance**
- 2. Complete Knowledge**
- 3. Company Loyalty**
- 4. Objectives Achievement**

**Part Two:**

**Q1. Write a short note on ‘Spin – Off’ stores?**

**Q2. What are the benefits of a Catalogue Shopping?**

**Q3. What are ‘Strip Centers’?**

**Q4. Explain the Trends in Retail Research.**

**Q5. What are the Fashion Department Classifications?**

**Q6. How might Amada quickly assess the market and satisfy her needs?**

**Q7. If the freelancer cannot accommodate her, should she persue the effort alone?**

**Q8. What would you suggest that the company do before hiring another buyer and at the same time be able to cover the other domestic wholesale markets?**

**Q9. What is a Planning Strategy to get a Successful Career?**

**Q10. How would you explain the Consumer Assessment Theories.**

**Q11. Discuss the Fashion Retailing Organization Chart on the basis of Off-site and On-site Classifications.**

## **Details**

**1. Case study solved answers**

**2. pdf/word**

**3. Fully Solved with answers**