

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – COSTUME DESIGN AND FASHION
BOUTIQUE MANAGEMENT AND ENTRENEURSHIP

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 A boutique with a USP of “custom-made clothes” would focus on _____.
 - (i) Off-the-rack fashion
 - (ii) Fast fashion trends
 - (iii) Tailored or bespoke garments
 - (iv) Discounted clothing
- 2 What should be prioritized when designing the layout of a boutique?
 - (i) Colour schemes
 - (ii) Customer experience
 - (iii) Employee convenience
 - (iv) Product variety
- 3 Effective use of lighting and proscenia can _____.
 - (i) Complicate the store layout
 - (ii) Conceal unwanted parts of the display
 - (iii) Create focus on specific product
 - (iv) Show all products at once
- 4 Which type of entrepreneur operates within an existing company to innovate and create new products?
 - (i) Traditional entrepreneur
 - (ii) Intrapreneur
 - (iii) Technopreneur
 - (iv) Franchisee
- 5 How would you describe the main purpose of advertising in marketing?
 - (i) To create confusion about a product
 - (ii) To increase the price of goods
 - (iii) To eliminate competitors in the market
 - (iv) To communicate product information to potential customers

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a. Explain how seasonal trends affect the selection of clothes in a boutique.
OR
b. Analyze how a boutique’s location affects its target customer base.
- 7 a. Discuss the importance of lighting and colour schemes in boutique interior planning.
OR
b. Explain the relationship between fixtures and store layout in maximizing space utilization.
- 8 a. Give a short note on the use of props in boutique displays.
OR
b. Discuss the concept of masking in visual merchandising and its benefits.

Cont...

- 9 a. Give a short note on the challenges faced by entrepreneurs in the textile and apparel industry.

OR

- b. Explain the scope of entrepreneurship in the fashion industry with examples.

- 10 a. Explain the difference between publicity and paid advertising in fashion retail.

OR

- b. Describe the role of sales promotion division in a fashion retail store.

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a. Evaluate the role of different funding sources in the success of a boutique business.

OR

- b. Explain how understanding contemporary fashion trends can help improve the product selection in a boutique.

- 12 a. Explain the potential legal challenges faced by boutique owners and suggest strategies for minimizing legal risks.

OR

- b. Describe the steps involved in creating a marketing plan for a boutique, with a focus on identifying target customers.

- 13 a. Enumerate the use of mannequins and other forms of visual merchandising in boutiques.

OR

- b. Explain the different approaches to manage labour costs without compromising boutique service quality.

- 14 a. Compare and contrast the different types of entrepreneurs. Discuss the different motivations and goals each type may have.

OR

- b. Explain the essential characteristics of successful entrepreneurs and how these traits contribute to the growth of a business.

- 15 a. Compare the effectiveness of social media platforms and television for fashion advertising.

OR

- b. Discuss the benefits of attending fashion exhibitions and trade shows for both retailers and designers.

Z-Z-Z

END