

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BSc DEGREE EXAMINATION DECEMBER 2025
(Fifth Semester)

Branch – **COSTUME DESIGN AND FASHION**

BOUTIQUE MANAGEMENT AND ENTREPRENEURSHIP

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Boutique which is appears temporarily for limited time in events or rented space is _____ a. Pop Up Boutique b. Rented boutique c. Life style boutique d. vintage boutique	K1	CO1
	2	USP stands for a. Unique stand point b. Unique selling proposition c. Unique selling point d. Unique stand proposition	K2	CO1
2	3	Pricing can be fixed based on perceived customer value is a. Demand Pricing b. Value based pricing c. Cost plus pricing d. Competitive pricing	K1	CO2
	4	The device which is used to hold the merchandise in window display is a. shelving b. signage c. Fixtures d. Graphics	K2	CO2
3	5	Brighter lighting is generally suitable for the following goods to display a. casual b. sport wear c. Brand wear d. Luxury items	K1	CO3
	6	The elements which is used to restrict or reshape the display area is a. Props b. proscenia c. Masking d. graphics	K2	CO3
4	7	The person who is considered as father of modern entrepreneurship a. Aldrich peter b. Joseph schumpeter c. Hilfie Robert d. Robert hook	K1	CO4
	8	A _____ adopts a cautious and incremental approach to entrepreneurship. a. Initiative b. Drone c. Innovative d. Fabian	K2	CO4
5	9	The media which is used effectively to demonstrate the fashion products are a. Booklet b. Pamphlets c. Television d. News paper	K1	CO5
	10	Select the sales promotional activity of fashion products a. Product merchandise b. Discount c. Packaging d. Product mix	K2	CO5

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SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	CO
1	11.a.	Enlist the different types of boutique with an example. (OR)	K2	CO1
	11.b.	Summarize the funding agencies that do support boutique startup in urban area.		
2	12.a.	Identify and explain the suitable interior used in boutique . (OR)	K3	CO2
	12.b.	Give an detailed description about the legalities of fashion boutique.		
3	13.a.	Mention the tips and tricks may attract customers in fashion boutique. (OR)	K3	CO3
	13.b.	Analyze the techniques used in pricing merchandise of boutique.		
4	14.a.	Categorize the different types of entrepreneurs. (OR)	K4	CO4
	14.b.	Analyze the roles and responsibilities of entrepreneur in fashion business.		
5	15.a.	List out promotional activities that boost up fashion business. (OR)	K4	CO5
	15.b.	Define advertising. How does its support for promoting fashion items?		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16	Analyze the methodology may use to adopt contemporary fashion and apparel into fashion.	K4	CO1
2	17	Categorize the different types of layout used for fashion boutique business.	K4	CO2
3	18	Classify the different types of props and exteriors used for an boutique.	K4	CO3
4	19	Identify the challenges faced by fashion entrepreneur and recommend remedial measures.	K4	CO4
5	20	Discover the technology and media is used to promote advertising of fashion products.	K4	CO5