

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BSc DEGREE EXAMINATION MAY 2026
(Fifth Semester)
Branch – COSTUME DESIGN & 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	The special feature that differentiates a boutique from its competitors is called _____. (i) Store Location (ii) Funding Agency (iii) Fabric Sourcing (iv) Unique Selling Proposition	K1	CO1
	2	Purchasing cotton fabric directly from a textile mill to reduce cost is part of _____. (i) Market Promotion (ii) Target Marketing (iii) Fabric Sourcing (iv) Branding Strategy	K2	CO1
2	3	The arrangement of furniture, racks, and display areas inside a boutique is called _____. (i) Marketing (ii) Store Layout (iii) Pricing Strategy (iv) Funding Plan	K1	CO2
	4	Purchasing modern racks and mannequins improves the boutique's _____. (i) Financial Loan (ii) Product Display and Visual Appeal (iii) Fabric Production (iv) Legal Registration	K2	CO2
3	5	Decorative objects used to enhance product display are known as _____. (i) Warehouses (ii) Suppliers (iii) Consumers (iv) Props	K1	CO3
	6	Offering discounts and promotional displays on the floor helps to _____. (i) Increase customer sales (ii) Reduce product visibility (iii) Avoid sourcing (iv) Better negotiation	K2	CO3
4	7	Which of the following is a key characteristic of an entrepreneur? (i) Innovation (ii) Lack of confidence (iii) Fear of risk (iv) Carelessness	K1	CO4
	8	Expanding a small tailoring unit into a branded apparel store shows the _____ of entrepreneurship (i) Limitation (ii) Scope (iii) Weakness (iv) Failure	K2	CO4
5	9	Television, newspapers, social media, and radio are examples of _____. (i) Warehouses (ii) Suppliers (iii) Sales staff (iv) Advertising media	K1	CO5
	10	Conducting a clearance sale at the end of a season helps the retailer to _____. (i) Increase old stock (ii) Reduce customer interest (iii) Clear inventory (iv) Stop marketing	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the importance of store location and fabric sourcing for a boutique .	K2 (OR)	CO1
		(OR)		
	11.b.	Describe the importance of selecting suitable clothes and identifying the target customer.		
2	12.a.	Explain the effective pricing and store layout planning .	K2 (OR)	CO2
		(OR)		
	12.b.	Explain about boutique interiors, display locations, fixtures and dressings.		
3	13.a.	Discuss the application of props and floor promotions in increasing customer attention and sales.	K3 (OR)	CO3
		(OR)		
	13.b.	Apply suitable strategies for selecting reliable suppliers for sourcing fabrics and trims for a boutique.		
4	14.a.	Discuss the characteristics of an entrepreneur help in achieving business success.	K3 (OR)	CO4
		(OR)		
	14.b.	Discuss the scope of entrepreneurship in the textile and apparel industry.		
5	15.a.	Discuss the role of an advertising agency in promoting a fashion business.	K4 (OR)	CO5
		(OR)		
	15.b.	Discuss the application of promotion strategy and promotional programs in a fashion business.		

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks

(3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Explain the types of boutiques and the Unique Selling Proposition (USP) of a store.	K2	CO1
2	17	Explain the operational procedures of a store, legalities of the business and hiring of employees in a boutique.	K2	CO2
3	18	Analyze the importance of display and exterior design of a boutique.	K4	CO3
4	19	Analyze the types of entrepreneurs and their role in the textile and apparel industry.	K4	CO4
5	20	Evaluate the current trends in advertising and promotional activities influence brand positioning and competitive advantage in the fashion market.	K5	CO5

Z-Z-Z

END