

**B.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

December, 2012

BFW-008 : RETAIL MERCHANDISING - I

Time : 3 hours

Maximum Marks : 70

*Note : Attempt **any seven** questions. All questions carry equal marks. Use of simple calculators is **permitted**.*

1. Differentiate between trends, styles and fashion. 10
2. Write a detailed note on factors used by a retailer to evaluate various product lines while planning merchandise variety. 10
3. Discuss (a) Model Stock list, (b) Basic Stock list and (c) Never out list in detail along with examples. 10
4. Discuss roles and responsibilities of a retail merchandiser according to his/her position in hierarchy. 10
5. Discuss meanings of merchandising in the contexts of marketing retail and supply chain. 10

6. What are key competencies required for a merchandiser ? **10**
7. What type of merchandising support is required in terms of store ambience and staff training in case of lifestyle merchandising ? **10**
8. What do you understand by merchandise budgeting ? Discuss five parts of a merchandise budget. **10**
9. What criteria will you use for classifying the merchandise of a retailer into various groups ? Give a typical classification structure of the merchandise of men's wear store. **10**
10. Following assortment plan has been made for a T-shirt lot of 2000 units. **10**

colour	%	Style	%	Size	%
Red	30	Round Neck	45	Small	35
Blue	50	V - Neck	30	Medium	50
Green	20	collared	25	Large	15
TOTAL	100	TOTAL	100	TOTAL	100

Find out :

- (a) Volume per assortment factor for any one.
- (b) Volume per SKU for any one SKU.
- (c) Assortment variety.
- (d) Number of assortment factors
- (e) Number of SKU.