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

Term-End Examination

December, 2012

BFW-013 : RETAIL MERCHANDIZING-II

Time : 3 Hours

Maximum Marks : 70

*Note : Attempt **any seven** questions. All questions carry **equal marks**.*

1. Write a detailed note on buyer's involment in product development. 10
2. What key competencies an export merchandiser must possess in order to work efficiently ? 10
3. What factors should be kept in mind by a retailer while selecting a resident buying office ? 10
4. What are the different factors a merchandiser should keep in mind while buying for an "off-site" store ? 10
5. How do chain store operations differ from flagship operations of a retailer ? 10

6. Differentiate between a discount store and an off-price store. Also discuss various factors the merchandisers should keep in mind while making purchases. 10
7. Write a detailed note on practicalities of product development during range planning. Also discuss the advantages and disadvantages of product sourcing vis-a-vis product development. 10
8. Describe government's role in importing merchandise from abroad. 10
9. How can a merchandiser ensure good relations with vendors ? 10
10. (a) A buyer ordered 10 jackets at a cost price of Rs 2400 each and 6 trousers @ Rs 4000 each. She decided to sell the former @ Rs 5000 each and later @ Rs 7500 each. What is the markup percentage on the entire purchase ? 5
- (b) A buyer had a group of 100 belts marked at Rs 160 each. At the end of the season 15 belts remained unsold and had to be reduced to Rs 100 each, at which they were all sold out. What is the entire mark down percentage on entire transaction of 100 belts ? 5
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