M.Sc. FASHION MERCHANDIZING AND RETAIL MANAGEMENT (MSCFMRM)

00623

Term-End Examination
December, 2012

MFW-002 : RETAIL MERCHANDIZING - I

Time : 3 hours   *Maximum Marks : 70*

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

1.   Differentiate between buying and merchandising.   **10**
     Also discuss how a retail merchandiser can impact
     the society.

2.   Describe meaning of the term merchandising in   **10**
     the context of marketing, retail and supply chain.

3.   What do you understand by components of   **10**
     merchandise mix ? Describe in detail along with
     suitable examples.

4.   Write a detailed note on factors used by a retailer   **10**
     to evaluate various product lines while planning
     merchandise variety.

5.   What criteria will you use for classifying the   **10**
     merchandise of a retailer into various groups ?
     Give a typical classification structure of the
     merchandise of a retail store dealing in men's
     apparels.

6. Write short notes on : 5+5

   (a) Assortment diversity index and.

   (b) Model stock plan.

7. What do you understand by basket size ? How **10**
   can basket size be increased ?

8. Discuss fashion life cycle along with diagram and **10**
   suitable examples.

9. Differentiate between traditional merchandising **10**
   and life style merchandising.

10. A retailer intends to maintain following **10**
    assortment distribution for his assortment of
    2500 packets of refined oil :

Packing	Distribution Percentage	Size	Distribution Percentage	Brand	Percentage
Tin	40%	$\frac{1}{2}$ LTR	15%	Nature Fresh	40%
Tetra Pack	25%	1 LTR	40%	Fortune	35%
Poly pack	35%	2 LTR	45%	Safola	25%
Total	100%	Total	100%	Total	100%

   Find :

   (a) Assortment Variety

   (b) Volume per assortment factor
       (for each assortment factor)

   (c) Volume per S.K.U. (for each SKU)