

**M.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (MSCFMRM)**

Term-End Examination

December, 2012

MFW-010 : RETAIL MERCHANDIZING - II

Time : 3 hours

Maximum Marks : 70

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

1. Differentiate between Cash discount, Trade discount and Quantity discounts. 10
2. What assistance should a market specialist provide to client buyer during latter's wholesale market visits ? 10
3. Write a detailed note on practicalities of product development during range planning process. Also differentiate between product sourcing and product development based on their advantages and disadvantages. 10
4. Discuss various components of Range structure planning. 10

5. Write a detailed note on the factors, a merchanaliser should keep in mind while buying for an off-price store. 10
 6. Discuss roles and responsibilities of various line and staff positions of the merchandising department of a typical departmental store. 10
 7. How will you differentiate resident buying offices on the basis of ownership ? Discuss relative advantages and disadvantages of each. 10
 8. Discuss the main roles and responsibilities of a merchandiser working for an export house. 10
 9. Elaborate the need of disseminating information for a retail merchandiser. What type of information is needed to be disseminated and what communication techniques can be used to reach the retail operation staff ? 10
 10. Write a detailed note on discount and off-price retailing in India. 10
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