

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

December, 2014

00130

BFWE-026 : MERCHANDISING

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Explain the export documents required while negotiating with the bank. 10
2. What is meant by "third party" in export inspection ? Explain their inspection procedure. 10
3. How does a new manufacturer launch his merchandise in the domestic market ? Discuss in detail. 10
4. Explain Restricted Negotiable and Freely Negotiable Letters of Credit. 5+5=10
5. What do you understand by private label and manufacturer's brand ? What steps do the retailers take while promoting both types of brands ? 20
6. How does visual merchandising aid in the sale of the products in the retail store ? 10