00691

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

Term-End Examination

December, 2013

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.　What is the objective of developing a sales forecast　**10**
　　and what is the process thereof?

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

3.　Explain the meaning of merchandising in the　**10**
　　context of marketing, supply-chain and retail.

4.　What are the key competencies and traits required　**10**
　　for becoming a successful retail merchandiser ?

5.　What is the significance of increasing the "basket　**10**
　　size" in lifestyle retailing? How can it be done ?

6.　Differentiate between fashion merchandise and　**10**
　　staple merchandise. How will you plan the stock
　　for each of them ?

7. Discuss general roles and responsibilities of a retail merchandiser. **10**

8. Define merchandise mix and discuss its various components in detail alongwith suitable examples. **10**

9. What do you understand by brandmix used by a retailer? Discuss advantages and disadvantages of keeping different types of brands. **10**

10. Calculate :
   (a) Total number of S.K.U. **10**
   (b) Name any three SKUs.
   (c) Total number of assortment factors.
   (d) Name any three assortment factors.
   (e) Volume for SKU for any two SKUs from the details given below :

Total No. of Flower vases = 1500Pcs.

Colour/finish	%	Metal	%	Size	%
Glossy	30	Brass	55	Large	15
Natural	50	Bronze	20	Medium	50
Coloured	20	White Metal	25	Small	35
Total	100	Total	100	Total	100