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

Term-End Examination

December, 2013

BFW-013 : RETAIL MERCHANDIZING-II

Time : 3 Hours

Maximum Marks : 70

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

1. Discuss the need of disseminating information to retail operations staff by a retail merchandiser. What type of information is needed to be disseminated and what communication techniques may be used for the same ? **10**
2. Discuss structure and working of the merchandising department of an export house. What key competencies an export merchandiser must possess in order to work efficiently ? **10**
3. Discuss various differences between flagship stores and branch stores of a retail organisation. **10**
4. Discuss advantages and disadvantages of buying at retailer's on premises by vendor's sales representative vis-a-vis purchasing through vendor's Catalogues. **10**
5. What do you understand by structural dimensions of cost ? Discuss in detail. **10**

6. Differentiate between line and staff functions of a retail merchandising department. Also write a note on key merchandising competencies 10
 7. What general and specific services are offered by resident buying offices to their clients ? How will you differentiate RBOs on the basis of their ownership. 10
 8. Write a detailed note on the factors, a buyer should keep in mind while buying an off-site store. 10
 9. Write a detailed note on practicalities of product development. Also compare and contrast product sourcing and product development. 10
 10. Write a detailed note on private label development. 10
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