

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

December, 2013

BFWE-026 : MERCHANDISING

Time : 3 hours

Maximum Marks : 70

Note : Answer All questions. All questions carry equal marks.

1. Define various modes of international payments. 10
2. Explain pre-shipment inspection procedure. 10
3. Discuss various problems related to acquisition of foreign merchandise. 10
4. Discuss the structure and working of merchandising department of an export house. 10
5. What do you understand by brand mix used by a retailer ? Describe the advantages and disadvantages of keeping different types of brands for a retailer. 10
6. "Retail merchandising comprise of having right merchandise in the right place in right quantities at right prices at the right time". Elaborate the above statement. 10
7. What factors would you consider while selecting a source for merchandise ? Also elaborate on periodic evaluation of merchandise resources. 10