

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

**Term-End Examination**

**December, 2013**

**MFW-002 : RETAIL MERCHANDIZING - I**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Attempt any seven questions. All questions carry equal marks.*

1. Define and discuss the definitions of retail merchandising as given by various management experts. **10**
2. Discuss roles and responsibilities of general merchandising manager, divisional merchandising manager and buyer in a retail organisation. **10**
3. Name and discuss various components of merchandise management. **10**
4. What do you understand by brand mix used by a retailer ? Discuss advantages and disadvantages of keeping each type of brand in a retail store. **10**
5. Name and discuss measurable assortment dimensions. **10**

6. Explain the advantages and disadvantages of different merchandise mix strategies used by retailers. 10
7. Define fashion. Also differentiate between fads and classics. Which factors influence fashion trends in a society ? 10
8. Define and discuss-Basic stock list, model stock list and never-out list. 10
9. What do you understand by lifestyle merchandising ? What customer characteristics you will keep in mind while measuring general life style of a population segment ? 10
10. A retailer intends to maintain the following assortment distribution of his T-shirts lot of 2000 pieces. 10

Style	%	Size	%	Colour	%
Polo neck	35%	Small	10%	Solid	50%
V. Neck	20%	Medium	70%	Shaded	30%
Round Neck	45%	Large	20%	Multi	20%

Find :

- (a) Assortment variety
- (b) Number of assortment factors
- (c) Volume per assortment factor
- (d) Volume per SKV
- (e) Assortment volume