

**B.A. IN APPAREL DESIGN AND
MERCHANDISING (BAADM)**

Term-End Examination

December, 2013

**BFM-049 : ESSENTIALS OF RETAIL
MERCHANDISING**

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
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1. What are the key elements that help a retailer achieve success in a global scenario ? 20
 2. Describe 6 general merchandise retailers and explain the categories of goods. 20
 3. What is CRM ? Give a detailed overview of the CRM process. 20
 4. Classify retailers by ownership status(example independent, corporates, franchises, etc). 20
 5. What are the key factors that impact the price of a product ? What is the difference between service and merchandise retailers ? 20
 6. Define the basics of staple merchandise versus fashion merchandise buying. How can a retailer maximize the impact of their website ? 20
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