

**B.A. IN FASHION MERCHANDISING AND  
PRODUCTION (BAFMP)**

00261

**Term-End Examination**

**December, 2013**

**BFD-038 : RETAIL PLANNING**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : All questions are compulsory.*

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1. What is the difference between Mark up and Mark down pricing strategy ? 10
2. What are the effects of operation expenses on bottom line ? 15
3. What is alternative price positioning ? How does it effect product management evaluation ? 15
4. Explain the difference between above the line and below the line promotion. 15
5. Explain how sales and profits are indicators of product performance. 15
6. Explain EDLP with respect to pricing strategy. 10
7. Explain how consumer trends influence the demand for the product. 20