

00906

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

**Term-End Examination**

**December, 2012**

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

*Time : 3 hours*

*Maximum Marks : 100*

- Note :*
- (i) Attempt any five questions.*
  - (ii) All questions carry equal marks.*

- 
1. Describe six general merchandise retailers, and explain the categories of goods. 20
  2. What is the difference between service and merchandise retailers ? 20
  3. What is the objective of VM or store design ? How is space managed in retail store ? 20
  4. Classify retailers by ownership status example, independent, corporate franchises etc. 20

5. Write a small note on Wal-Mart and explain why it has worked so well globally, and had to close down in Germany ? 20
6. What are the key factors that impact the price of a product ? 20
-