

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

00288

December, 2014

BFW-013 : RETAIL MERCHANDISING – II

Time : 3 hours

Maximum Marks : 70

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

1. Elaborate upon the need of disseminating information for a retail merchandiser. What type of information is needed to be disseminated and what techniques can be used to communicate with the retail operation staff? 10
2. Discuss the various methods of acquisition of merchandise for private labels of a retailer. 10
3. Discuss the structure and working of merchandising department of an export house. 10
4. How will you differentiate resident buying offices on the basis of ownership? What factors should be kept in mind while selecting a resident buying office for a retailer? 10

5. Discuss the differences between flagship stores and branch stores of a retail organisation. How do chain store operations differ from flagship operations ? 10
6. Define a buying cycle and discuss its various stages. How do seasonal and regional factors affect the timings of purchase and formation of buying cycles ? 10
7. Elaborate upon the need of sourcing the merchandise from abroad. Discuss the various problems related to acquisition of foreign merchandise. 10
8. What factors would you consider while selecting a source of merchandise ? Write a note on periodic evaluation of merchandise resources. 10
9. Explain the following terms in detail (a) FOB factory, freight collect, (b) FOB factory, freight prepaid, (c) FOB factory, freight prepaid and charged back, (d) FOB store, freight collect, (e) FOB store, freight collect and allowed. 10
10. Discuss the role of GMROI and stock turnover as measures of inventory productivity. What are the advantages and limitations of rapid inventory turnover ? If sales for a season is ₹ 10,00,000 with average inventory maintained being ₹ 2,00,000 and markup is 50% while gross margin is 40%, calculate the GMROI. 10