

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

Term-End Examination

00188

December, 2015

BFW-008 : RETAIL MERCHANDISING – I

Time : 3 hours

Maximum Marks : 70

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

1. Describe the general roles and responsibilities of a retail merchandiser. 10

2. What customer characteristics will you keep in mind while measuring general lifestyle measures of a population segment ? Also explain the term 'lifestyle merchandising'. 10

3. Differentiate between fashion merchandise and staple merchandise. How will you plan the stock for each of them ? 10

4. What is the objective of developing a sales forecast and what is the process thereof ? 10

5. Define merchandise mix and discuss its various components in detail, along with suitable examples. 10
6. Discuss various factors influencing fashion trends in a society. 10
7. What factors will you consider as a retail merchandiser to evaluate various product lines while deciding upon the merchandise variety? 10
8. Differentiate between buying and merchandising. Also discuss the impact that a retail merchandiser has on the society. 10
9. Discuss five rights of retail merchandising with the help of suitable examples. 10
10. Write short notes on the following : $4 \times 2 \frac{1}{2} = 10$
- (a) Assortment Variety
 - (b) Assortment Factors
 - (c) Assortment Volume
 - (d) Stock Keeping Unit
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