

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)****Term-End Examination****December, 2015****BFW-013 : RETAIL MERCHANDISING – II***Time : 3 hours**Maximum Marks : 70*

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

1. Discuss the need of disseminating information to retail operations staff by a retail merchandiser. What type of information is needed to be disseminated and what communication techniques may be used for the same ? 10
2. Discuss various differences between flagship stores and branch stores of a retail organisation. 10
3. Describe the merchandiser's role in planning special events and advertising campaigns. 10
4. Compare and contrast product sourcing and product development during range planning. What are the practicalities involved in product development ? 10
5. What factors should be kept in mind by a retailer while selecting a resident buying office ? Discuss. 10

6. Differentiate between a discount store and an off-price store. Also discuss various factors the merchandisers should keep in mind while making purchases. 10
 7. Discuss various factors to be considered for evaluating buyers. Give suitable examples. 10
 8. What factors should be kept in mind to ensure good vendor relations ? 10
 9. Discuss the advantages and disadvantages of buying at retailers' premises vis-a-vis purchasing through catalogues of vendors. 10
 10. What do you understand by 'Dating' in the context of payment of a vendor's invoice ? Also discuss immediate and future dating concepts. 10
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