

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)****Term-End Examination****December, 2015****BFWE-026 : MERCHANDISING***Time : 3 hours**Maximum Marks : 70*

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**Note :** Answer questions no. 1 and 2 which are **compulsory**, from Section A. Answer any **three** questions from Section B.

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**SECTION A**

1. Write briefly on any **four** of the following :  $4 \times 5 = 20$
- (a) CIF
  - (b) FCA
  - (c) FOB
  - (d) FAS
  - (e) Fly by Night Importers
  - (f) DAF
2. Write short notes on any **four** of the following :  $4 \times 5 = 20$
- (a) Modern Retail
  - (b) Fashion Cycle of a Product
  - (c) Retail Advertising
  - (d) Licence Retailing
  - (e) Importance of Colours in Retail
  - (f) Web Stores

## SECTION B

Answer any **three** questions.

3. What are tariff barriers ? Explain them in detail. 10
  4. Identify the various types of retail stores and explain how they differ from each other. 10
  5. Explain how retailers communicate through visual images. 10
  6. Which documents are required for negotiation with the bank to make a payment in an international trade ? 10
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