M.Sc. FASHION MERCHANDISING AND RETAIL MANAGEMENT (MSCFMRM)
Term-End Examination
December, 2015

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MFW-002 : RETAIL MERCHANDISING - I

Time : 3 hours   *Maximum Marks : 70*

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

1. Differentiate between buying and merchandising. Also discuss as to how a retail merchandiser may impact the society.   *10*

2. Discuss the meaning of merchandising in the context of fashion, retail and an export house.   *10*

3. Draw the flow chart of merchandising structure of a typical retail organisation and discuss the role of each functionary in it.   *10*

4. What is the objective of developing a sales forecast and what is the process involved in it ?   *10*

5. Discuss various merchandise mix strategies used by a retailer along with the advantages, disadvantages and examples of each.   *10*

6. What criteria will you use for classifying the merchandise of a retailer into various groups ? Give suggested classification structure of a retail store dealing in ladies apparels.   *10*

7. Write short notes on the following : *2×5=10*

   (a) Assortment Diversity Index

   (b) Model Stock Plan

8. Define 'Fashion'. Also differentiate between fads and classics. *10*

9. What do you understand by lifestyle merchandising ? What customer characteristics will you keep in mind while measuring general lifestyle of a population segment ? *10*

10. A departmental store intends to maintain the following assortment distribution for his assortment of 2000 pieces of T-shirts :

Style	%	Size	%	Colour	%
Round Neck	40	Small	15	Red	40
V-Neck	25	Medium	40	Navy	35
Collar	35	Large	45	Lime	25

   Find : *10*

   (a) Volume per assortment factor for each assortment factor

   (b) Total number of SKUs

   (c) Volume per SKU for each SKU