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MFW-010

**M.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

December, 2015

MFW-010 : RETAIL MERCHANDISING - II

Time : 3 hours

Maximum Marks : 70

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

1. What are the various methods for acquisition of merchandise for private label development ? Discuss the advantages and disadvantages of each. 10

2. Compare and contrast the option of product sourcing and product development based on the advantages and disadvantages of each. Also write a detailed note on practicalities of product development. 10

3. What general services and specific services are offered by resident buying offices to their clients ? 10

4. How will you evaluate the performance of a retail buyer ? Discuss various parameters to be assessed for the same. 10

5. Differentiate between Cash discount, Trade discount and Quantity discount with the help of suitable examples. 10
6. Discuss the roles and responsibilities of various line and staff positions of the merchandising department of a departmental store. 10
7. How will you differentiate resident buying offices on the basis of ownership ? Discuss the relative advantages and disadvantages of each. 10
8. Explain the following terms in brief : 5×2=10
- (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
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