

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

00483 Term-End Examination

December, 2016

BFW-008 : RETAIL MERCHANDISING – I

Time : 3 hours

Maximum Marks : 70

Note : *Attempt any **seven** questions. All questions carry equal marks. Use of simple calculators is allowed.*

1. Discuss the hierarchical structure of merchandising division of a typical retail organisation and discuss the role of each functionary in it. 10
2. Discuss the meaning of merchandising in the context of marketing, retail and supply chain. 10
3. Discuss five rights of retail merchandising. 10
4. Differentiate between basic goods and fashion goods. Can a basic good be transformed into a fashion good ? Explain with the help of an example. 10

5. Define merchandise mix and discuss its various components in detail, along with suitable examples. 10
 6. What do you understand by brand mix used by a retailer ? Discuss the advantages and disadvantages of keeping different types of brands. 10
 7. What factors are used by a retail merchandiser to evaluate various product lines while deciding upon the merchandise variety ? 10
 8. What is the significance of basket size in lifestyle retailing ? How can the basket size be increased ? 10
 9. Discuss three measurable dimensions of merchandise mix along with their examples. 10
 10. Write short notes on the following : $2 \times 5 = 10$
 - (a) Assortment Diversity Index
 - (b) Model Stock Plan
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