

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

Term-End Examination

December, 2016

BFW-013 : RETAIL MERCHANDISING – II

Time : 3 hours

Maximum Marks : 70

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

1. In what ways may a retail merchandiser affect the lifestyle of a society ? Explain with the help of suitable examples. 10
2. Distinguish between traditional retailing and lifestyle retailing. 10
3. Differentiate between trend, style and fashion with respect to retail industry. 10
4. What do you understand by merchandise planning ? Discuss its objectives and process involved in the same. 10
5. Discuss various merchandise mix strategies used by retailers, along with the advantages, disadvantages and examples of each. 10

6. What do you understand by brand-mix used by a retailer ? Discuss the advantages and disadvantages of keeping different types of brands in a retail store. 10
 7. Discuss the concept of “merchandising” with reference to different business contexts. 10
 8. Draw a flow chart of merchandising structure of a typical retail organisation and discuss the role of each functionary in it. 10
 9. Discuss the general roles and responsibilities of a retail merchandiser in a company. 10
 10. Differentiate between buying and merchandising in the context of retail industry. 10
-