

**M.Sc. IN RETAIL AND FASHION  
MERCHANDISE (MSCRFM)**

**Term-End Examination**

**December, 2016**

**MFR-020 : FUNCTIONS OF MERCHANDISING**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : (i) Attempt any seven questions.*

*(ii) All questions carry equal marks.*

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1. Discuss advantages and disadvantages of buying at retailer's own premises vis-a-vis, purchasing through a catalogue. 10
  2. Evaluate the various factors of the performance of retail buyers. 10
  3. Write a detailed note on the factors, a buyer should keep in mind while buying from an off-site store. 10
  4. Discuss the main roles and responsibilities of the merchandising department of an export house. 10
  5. What do you understand by structural dimensions of cost ? Explain with the help of suitable examples. 10

6. Discuss the factors to be considered while deciding upon a source for merchandise. Describe periodic evaluation of merchandise resources. 10
  7. Explain "Open to buy" and its functions as a planning and control device, and define it as a diagnostic tool. 10
  8. Name and explain various components of Range Structure Planning. 10
  9. How will you differentiate resident buying offices on the basis of their ownership ? 10
  10. Compare and contrast the option of product sourcing and product development based on their advantages and disadvantages. Describe practicalities of product development during range planning. 10
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