

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)**

**Term-End Examination**

00151

**December, 2017**

**BFWE-026 : MERCHANDISING**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What is meant by Third Party in export inspection ? Explain their inspection procedure. 10
2. How does visual merchandising aid the sale of the products in a retail store ? 10
3. Draw a flow chart of a merchandising structure of an export organization and discuss the role of each functionary in it. 10
4. Explain in detail the whole process of export, right from procuring the order from the international retailer to the feedback of the same on delivery. 10

5. What are Tariff Barriers ? Explain them in detail. 10
6. Which documents are required for negotiation with the bank to make a payment in international trade ? 10
7. What type of parameters do retailers adopt to compete in the highly competitive and saturated market ? 10
8. Explain why visual merchandising efforts increase sales. 10
9. How does the retailer communicate his store to the consumers ? Explain. 10
10. Write short notes on the following :  $4 \times 2 \frac{1}{2} = 10$
- (a) The Importance of Plastic Money in Retail
  - (b) Location of a Store
  - (c) Triangle Trade
  - (d) Retail Advertising
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