

**B.Sc. IN LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

December, 2017

00081

BFW-065 : MANAGEMENT – IV

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **seven** questions. Each question carries
10 marks.

1. Discuss the meaning of merchandising in the context of retail business and export house. Explain the key competencies of an export merchandiser. 10

2. Differentiate between the following : 2×5=10
 - (a) Staple and Fashion Merchandise
 - (b) Lifestyle and Fashion Merchandise

3. Name and explain various factors affecting the scope of a buyer's profile. 10

4. Write short notes on any **two** of the following : $2 \times 5 = 10$
- (a) Basket size and how to grow basket size
 - (b) SKU with example
 - (c) Merchandise Brokers
5. Define various methods of international payments and various risks attached with those payment methods. 10
6. Define Marine Insurance, its scope and risk coverage. 10
7. Explain the following in brief : $2 \times 5 = 10$
- (a) ECGC Scheme
 - (b) Excise Clearance Process
8. Explain the rules of multilateral trading system with suitable example. 10
9. Discuss the importance of INCOTERMS 2010. 10
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