

**M.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

December, 2017

MFW-002 : RETAIL MERCHANDISING – I

Time : 3 hours

Maximum Marks : 70

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

1. What do you understand by merchandise budgeting ? Discuss five parts of a merchandise budget. 10
2. Differentiate between buying and merchandising. Elaborate, how a retail merchandiser can impact the society. 10
3. What criteria will you use for classifying the merchandise of a retailer into various groups ? Give a typical classification structure of a ladies departmental store. 10
4. Draw a flow chart of the merchandising structure of a typical retail organization and discuss the role of each functionary in it. 10

5. Enumerate various merchandise mix strategies used by retailers. Discuss the advantages and disadvantages of each. 10
6. Write short notes on the following : 5+5=10
- (a) Assortment Factor
 - (b) Assortment Variety
7. Discuss five rights of merchandising management in retail. 10
8. Discuss the meaning of merchandising in context of a retail organisation vis-à-vis an export organization. 10
9. What do you understand by fashion merchandising ? How is it different from fashion designing ? 10
10. What do you understand by lifestyle merchandising ? Differentiate between personality and lifestyle. 10
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