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

Term-End Examination

June, 2013

MFW-002 : RETAIL MERCHANDIZING - I

Time : 3 hours

Maximum Marks : 70

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

1. Discuss meaning of the term 'merchandising' in the specific context of fashion, export house and retail. 10
2. Explain in detail the various traits and key competencies, a retail merchandiser must possess in order to work efficiently. 10
3. Draw the flow chart of merchandising structure of a typical retail organisation and discuss the role of each functionaries in it. 10
4. Discuss in detail the merchandise planning process with the help of suitable example. 10
5. Name and discuss three measurable assortment dimensions. 10

6. What do you understand by a balanced assortment ? What factors should be kept in mind while taking assortment planning decisions ? 10
7. Differentiate between trends, styles and fashion. Discuss various factors which influence the fashion trends in a society. 10
8. Differentiate between fashion merchandise and staple merchandise. How will you plan the stock for each of them ? 10
9. What is the difference between traditional merchandising and lifestyle merchandising ? 10
10. A retailer intends to maintain the following assortment distribution for his assortment of 1000 pieces of sarees : 10

STYLE	%	FABRIC	%	COLOUR	%
Embroidered	40	SILK	50	PASTLES	50
Printed	30	COTTON	30	BRIGHT	40
Solid Shade	30	SYNTHETIC	20	MULTI	10
TOTAL	100	TOTAL	100	TOTAL	100

Find :

- (i) Assortment variety.
- (ii) Volume per SKU for any five SKUs.
- (iii) Volume per assortment factor for any five.
- (iv) Number of assortment factors
- (v) Assortment volume.