

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

00046

Term-End Examination

June, 2013

MFW-010 : RETAIL MERCHANDIZING - II

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions.

All questions carry equal marks.

Use of simple calculators is permitted.

1. Elaborate the need of disseminating information for a retail merchandiser. What type of information is needed to be disseminated and what communication techniques can be used for the purpose ? 10
2. How will you evaluate the performance of a retail buyer ? Discuss various parameters to be assessed for the same. 10
3. Discuss the structure and working of the merchandising department of an export house. What key competencies an export merchandiser must possess in order to work efficiently ? 10
4. Differentiate between cash discount, trade discount and quantity discount. 10

5. Discuss the differences between flagship store and its branch stores in a retail organisation. 10
6. Name and explain various components of range structure planning. 10
7. Discuss advantages and disadvantages of buying at retailer's own premises through vendor's sales representatives vis - a - vis purchasing through catalogues provided by vendor for a retail merchandiser. 10
8. Compare and contrast the option of product sourcing and product development based on advantages and disadvantages of each. Also write a detailed note on practicalities of product development. 10
9. Explain following terms in detail - FOB factory freight collect, FOB factory freight prepaid, FOB factory freight prepaid and charged back, FOB store freight collect, FOB store freight collect and allowed. 10
10. What are various methods for acquisition of merchandise for private label development ? Discuss advantages and disadvantages of each. 10

