

**B.A. IN FASHION MERCHANDISING AND
PRODUCTION (BAFMP)**

Term-End Examination

June, 2013

BFD-038 : RETAIL PLANNING

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. Select any product item and discuss the consumer trend with respect to it. Also consider if consumer trends have influenced any part of product communication in the market. 20
2. Explain "Every day low penny strategy". Give detailed explanations about the retail brands, who are using it effectively. 20
3. What is "Above the line activities" ? Give examples of 3 (Below the line) activities and 3 (Above the line) activities and justify its importance with reference to retail brand's promotion. 20
4. What are mark ups ? How its different from mark down ? 20
5. What are operation expenses ? How does a retailer control and manage it ? Elaborate with an example. 20