

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

00304

June, 2014

BFW-013 : RETAIL MERCHANDISING – II

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the problem areas a retail merchandiser may come across during acquisition of merchandise from a foreign country. 10
2. How will you evaluate the performance of a retail buyer ? Discuss various factors to be considered for the same. 10
3. Discuss main roles and responsibilities of a merchandising department of an export house. 10
4. Differentiate between Cash Discount, Trade Discount and Quantity Discount. 10
5. Name and explain various components of Range structure planning. 10
6. Discuss the factors to be considered while deciding upon a service of merchandise (vendor). Also write a note on periodic evaluation of merchandise resources. 10

7. What do you understand by buying cycle ? Also discuss its various stages. 10
 8. Discuss all three stages of range structure planning. 10
 9. What are the various methods of acquisition of private label merchandise ? Discuss advantages and disadvantages of each. 10
 10. Compare and contrast the options of product development vs. product sourcing. Also write a detailed note on practicalities of product development during range planning. 10
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