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BFWE-026

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

00205

June, 2014

BFWE-026 : MERCHANDISING

Time : 3 hours

Maximum Marks : 70

Note : Attempt *all* questions.

1. Discuss the meaning of the term Merchandising in the context of fashion, retail and export house. 10
2. What are the key competencies required for a retail merchandiser ? 10
3. Draw the flow chart of merchandising structure of a typical retail organisation and discuss the role of each functionary in it. 10
4. Define INCOTERMS – 2010, and also discuss the importance of these. 20
5. What is letter of credit (L/C) ? Explain different types of L/C in detail. 20