

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

Term-End Examination

00014

June, 2014

MFW-010 : RETAIL MERCHANDISING - II

Time : 3 hours

Maximum Marks : 70

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

1. Explain how you will maintain good vendor relations. Write a short note on periodic evaluation of merchandise resources. 10
2. Name and explain various components of range structure planning. 10
3. Discuss various differences between flagship stores and branch stores of a retail organisation. How are flagship operations different from chain store operations ? 10
4. Explain all three stages of building a range structure plan. 10

5. What do you understand by structural dimensions of cost ? Explain with the help of examples. 10
6. Write a detailed note on the mindset differences and buying preferences of customers of a traditional retailer and customers of off-site retailer. 10
7. How do you judge the performance of a retail buyer ? Discuss the various factors to be considered for the same. 10
8. Write a detailed note on the topics to be discussed during general meetings and individualised conferences held between resident buying offices and client buyers. Why do we conduct these two types of meetings separately ? 10
9. Discuss main roles and responsibilities of a merchandiser working for an export house. 10
10. What do you understand by loading in the context of cash discounts offered to a retailer ? An invoice of ₹ 1,000 dated 8/6 carries the terms 5/10/net 30, anticipation allowed. The prime rate is established at 12% and the invoice is paid on 13/6. Find the net amount paid to the vendor. 10