

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

**Term-End Examination**

**June, 2017**

00367

**BFW-013 : RETAIL MERCHANDISING – II**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What do you understand by merchandise budgeting ? Discuss five parts of a merchandise budget. 10
2. Differentiate between buying and merchandising in the context of retail management. 10
3. “Retail merchandising comprises of having the right merchandise in the right place in right quantities at the right prices and at the right time.” Elaborate. 10
4. What are the key competencies required for a retail merchandiser ? 10
5. Discuss the meaning of merchandising in the context of marketing, retail and supply chain. 10

6. Discuss five ways in which a retail merchandiser can impact a society and a company. 10
  7. Define 'fashion'. Also differentiate between 'fads' and 'classics' with the help of suitable examples. 10
  8. "Growth in case of lifestyle merchandising is measured most directly by units per transaction." Discuss the ways to achieve this. 10
  9. Discuss the various merchandise mix strategies used by a retailer along with the advantages, disadvantages and examples of each. 10
  10. Write short notes on the following : 10
    - (a) Assortment Factor
    - (b) Assortment Variety
    - (c) Assortment Volume
    - (d) Assortment Diversity Index
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