

**B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)**

**Term-End Examination**

00324

**June, 2017**

**BFWE-026 : MERCHANDISING**

*Time : 3 hours*

*Maximum Marks : 70*

---

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

---

---

1. What are the key competencies required for a retail merchandiser ? Explain any one of them in detail. 10
2. Define INCOTERMS-2010. Also discuss the importance of these. 10
3. What are Non-tariff barriers ? Explain their effects on the trade of a particular country. 10
4. Write short notes on any **two** of the following :  $2 \times 5 = 10$ 
  - (a) COD
  - (b) Triangle Trade
  - (c) Sales Forecast
  - (d) Flagship Stores
  - (e) Vendor Relations

5. Explain in detail why/why not visual merchandising efforts increase/decrease sales. 10
  6. Explain pre-shipment inspection procedure. 10
  7. Discuss the structure and working of the merchandising department of an export house. 10
  8. "Retail merchandising comprises of having the right merchandise in the right place in right quantities at right prices at the right time." Elaborate the above statement with the help of suitable examples. 10
-