

**B.Sc. IN LEATHER GOODS AND ACCESSORIES  
DESIGN (BSCLGAD)**

**Term-End Examination**

**June, 2017**

**BFW-065 : MANAGEMENT – IV**

*Time : 3 hours*

*Maximum Marks : 70*

**Note :** Attempt any **seven** questions. Each question carries equal marks.

1. Differentiate between any **two** of the following :

*2×5=10*

- (a) Units and S.K.Us in an assortment
- (b) Staple and Fashion merchandise
- (c) Draw a flow chart of a merchandising structure of a typical retail organisation.

2. “Growth in case of lifestyle merchandising is measured most directly by unit transaction.”  
Discuss ways to achieve this. *10*

3. Discuss any two ways of merchandising mix strategies used by retailers along with the advantages and disadvantages, with an example of each. *10*

4. Write short notes on any **two** of the following :  $2 \times 5 = 10$
- (a) Purchase agents
  - (b) Prop replica with a suitable example
  - (c) Resident Buying Office
5. Explain major highlights of the recently declared “Foreign Trade Policy”. 10
6. Explain cargo insurance (marine), its scope and risk coverage. 10
7. (a) Define Letter of Credit.
- (b) Explain EPCG scheme and its role in export/import processes.  $2 \times 5 = 10$
8. Explain Incoterms and discuss the importance of the same with reference to payment modes. 10
9. Write short notes on any **two** of the following :  $2 \times 5 = 10$
- (a) Jettison
  - (b) D/p Mode of Payment
  - (c) Bill of Lading
  - (d) GSP Certificate of Origin
  - (e) ARE-1
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