

**B.Sc. RETAIL AND FASHION MERCHANDISE  
(BSCRFM)**

**Term-End Examination**

**00734**

**June, 2017**

**BFR-012 : RETAIL MERCHANDISING - I**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. What do you understand by “Right Merchandising Blend” ? Discuss with examples. 10
2. In what ways can a retail merchandiser influence the society ? Explain. 10
3. Differentiate between line functions and staff functions of the merchandising department of a retail organization, with the help of suitable examples. 10
4. Define merchandise planning. Also discuss the possible customer expectations and financial objectives of a retail firm which need to be balanced while planning the merchandise. 10

5. What do you understand by product compatibility ? How will you decide whether the proposed merchandise line is procurable or not ? 10
  6. Discuss various merchandise mix strategies used by retailers along with their examples and respective advantages and disadvantages. 10
  7. What do you understand by classifying the merchandise ? Name and discuss a few criteria used for the same. 10
  8. Define fashion. Also differentiate between trend, style and fashion with examples. 10
  9. What do you understand by lifestyle merchandising ? How will you define the lifestyle of a population segment ? 10
  10. Discuss the main roles and responsibilities of an export merchandiser. 10
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