

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

**Term-End Examination**

00471

June, 2017

**MFW-002 : RETAIL MERCHANDISING – I**

*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. Define and discuss basic stock list, model stock list and never-out list. 10
2. What do you understand by lifestyle merchandising ? What customer characteristics will you keep in mind while measuring the general lifestyle of a population segment ? 10
3. Define and discuss the definitions of retail merchandising as given by various management experts. 10
4. Discuss fashion life cycle along with diagram and suitable examples. 10

5. Describe the various factors used by a retailer to evaluate the various product lines while planning merchandise variety. 10
  6. Describe the meaning of the term Merchandising in the context of marketing, retail and supply chain. 10
  7. Differentiate between buying and merchandising. Also, discuss how a retail merchandiser can impact society. 10
  8. Draw a flow chart of the merchandising structure of a typical retail organisation and discuss the role of each functionary in it. 10
  9. What are the key competencies required for a retail merchandiser? Discuss. 10
  10. Write short notes on any *two* of the following :  $2 \times 5 = 10$ 
    - (a) Assortment Diversity Index
    - (b) Model Stock Plan
    - (c) e-retail
    - (d) Measurable Assortment Dimensions
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