

**M.Sc. RETAIL AND FASHION
MERCHANDISE (MSCRFM)**

Term-End Examination

00844

June, 2017

**MFR-016 : PRINCIPLES OF RETAIL
MERCHANDISING**

Time : 3 hours

Maximum Marks : 70

Note :

- (i) Attempt any **seven** questions.
- (ii) All questions carry equal marks.

1. Describe the organisational structure of the merchandising division of a typical retail organisation and role of each functionary in it. 10
2. Discuss how you would convince an interviewer that you are fit for a retail merchandiser's job. 10
3. 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

4. Discuss (i) Assortment variety, (ii) Assortment volume and (iii) Volume per assortment factor, with the help of suitable examples. 10
 5. What criteria will you use for classifying the merchandise of a retailer into various groups? Give a typical classification structure of the merchandise of a men's apparel store. 10
 6. What is the objective of developing a sales forecast and what is the process thereof? 10
 7. Discuss any five rights of retail merchandising. 10
 8. Differentiate between basic goods and fashion goods. Can a basic good be transformed into a fashion good? Justify your argument. 10
 9. Write short notes on (i) Assortment Diversity Index and (ii) Model Stock Plan. 10
 10. What factors are used by a retail merchandiser to evaluate various product lines while deciding upon the merchandise variety? 10
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