

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

**Term-End Examination**

**June, 2017**

00874

**MFR-020 : FUNCTIONS OF MERCHANDISING**

*Time : 3 hours*

*Maximum Marks : 70*

**Note :**

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

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1. Discuss structure and functioning of the merchandising department of an export house. 10
  2. Discuss all three stages of building a range structure plan. 10
  3. What general services and specific services are offered by resident buying offices to clients? 10
  4. Discuss the problem areas a retail merchandiser is likely to come across during acquisition of merchandise from foreign countries. 10
  5. Write a detailed note on the factors a buyer should keep in mind while buying for an off-price store. 10

6. Differentiate between Cash discount, Trade discount and Quantity discount. 10
  7. What do you understand by "Dating" in the context of payment of vendor's invoice ? Discuss immediate dating and future dating concepts. 10
  8. What do you understand by a "buying cycle" ? Describe its various stages. 10
  9. Discuss the role of GMROI and stock turnover as measures of inventory productivity. What are the advantages and limitations of rapid inventory turnover ? 10
  10. What are the various methods of acquisition of merchandise for "private labels" ? Discuss its advantages and disadvantages. 10
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