

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

00274

Term-End Examination

June, 2015

BFW-013 : RETAIL MERCHANDISING – II

Time : 3 hours

Maximum Marks : 70

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

1. Differentiate between line functions and staff functions of a merchandising department of a retail organisation. Also write a note on key merchandising competencies. 10
2. Discuss the various methods of acquisition of merchandise for private label development. 10
3. Discuss the main roles and responsibilities of a merchandiser working for an export house. 10
4. What general and specific services are offered by resident buying offices to their client retailers ? What factors should be kept in mind while selecting a resident buying office by a retailer ? 10
5. Differentiate between a discount store and an off-price store. Also discuss the various factors their buyers should keep in mind while making purchases. 10

6. How do seasonal and regional factors affect the timing of purchase and formation of buying cycles ? How do buyers of fashion stores, non-fashion stores and off-price stores time their purchases ? 10
 7. Elaborate upon the need of sourcing merchandise from abroad. Write a detailed note on the government's role in importing merchandise from abroad. 10
 8. List and explain the major issues a merchandiser should negotiate with vendors apart from price, before actually placing the order. 10
 9. What do you understand by overbought and underbought situations ? What are their consequences and how can they be remedied ? Discuss the reasons leading to such situations. 10
 10. What do you understand by cumulative mark-up ? What points should be kept in mind while establishing an initial mark-up ? Find the cumulative mark-up percentage achieved, if on February 1, a boy's clothing department has an opening inventory of \$ 2,00,000 at retail with mark-up of 49%. On July 31, the new purchases season to date amounted to \$ 13,50,000 at retail with a 49.9% mark-up. 10
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