

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

Term-End Examination

December, 2011

BFW-008 : RETAIL MERCHANDISING - I

Time : 3 hours

Maximum Marks : 70

*Note : Attempt **any seven** questions. All questions carry **equal** marks. Use of scientific calculators permitted.*

1. Discuss the meaning of the term "Merchandising" in the context of marketing, retail and supply chain. **10**
2. Discuss general roles and responsibilities of a retail merchandiser. **10**
3. What do you understand by various components of merchandising mix ? Discuss in detail alongwith suitable examples. **10**
4. Differentiate between trends, styles and fashion. **10**
5. What criteria will you use for classifying the merchandise into various groups ? Give typical classification structure of the merchandise of a retail store dealing in men's apparels. **10**

6. Define fashion. Also differentiate between fads and classics. 10
7. What type of merchandise support is required in terms of store ambience and staff training in case of lifestyle merchandising ? 10
8. Write short notes on : 10
 - (a) Assortment Diversity Index and
 - (b) Model Stock Plan.
9. Write a detailed note on factors used by a retailer to evaluate various product lines while planning merchandise variety. 10
10. Following assortment plan has been made for a T-shirt lot of 1500 units. 10

COLOUR	%	STYLE	%	SIZE	%
RED	30	V-NECK	55	SMALL	45
BLUE	40	ROUND NECK	20	MEDIUM	40
GREEN	30	COLL - ARED	25	LARGE	15
TOTAL	100	TOTAL	100	TOTAL	100

Calculate

- (a) Assortment variety
- (b) Assortment volume
- (c) Volume for any one SKU.