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

**Term-End Examination**

**December, 2011**

**BFW-013 : RETAIL MERCHANDIZING - II**

*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. Elaborate the need for disseminating information for a retail merchandiser. What type of information is needed to be disseminated to retail staff and what communication techniques can be used for the same ? **10**
2. Define a buying cycle and discuss its various stages. **10**
3. What key competencies, an expert merchandiser must possess in order to work efficiently. Give examples. **10**
4. Discuss various components of range structure planning. **10**

5. What factors, the buyer of a catalogue retailer and home shopping network retailer should keep in mind while taking merchandising decisions ? 10
  6. What factors would you consider while selecting a source for merchandising ? Write a note on periodic evaluation of merchandise resources (vendors). 10
  7. Discuss various factors to be considered for evaluating the performance of a buyer. 10
  8. Discuss various problems related to acquisition of foreign merchandise. 10
  9. What do you understand by structural dimensions of cost of merchandise ? Explain with the help of examples. 10
  10. What is the significance of cash discount in terms of annual rate of interest ? Convert cash discount term of 4/10/net 30 into annual interest rate. 10
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