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**M.Sc. FASHION MERCHANDIZING & RETAIL  
MANAGEMENT (MSCFMRM)**

**Term-End Examination**

**December, 2011**

**MFW-010 : RETAIL MERCHANDIZING - II**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Elaborate the need of disseminating information for a retail merchandiser. What type of information is needed to be disseminated and what communication techniques can be used to reach out to the retail operations staff ? **10**
2. Discuss the structure and working of merchandising department of an export house. **10**
3. How will you differentiate "Resident buying offices" on the basis of ownership ? Discuss relative advantages and disadvantages of each. **10**
4. Discuss various differences between flagship stores and branch stores of a retail organisation. **10**
5. Write a detailed note on the factors a buyer should keep in mind while buying for an off-price store. **10**

6. Discuss all three stages of building a range structure plan. 10
7. Write a detailed note on practicalities of product development during range planning. Also differentiate between product sourcing and product development based on their advantages and disadvantages. 10
8. Discuss various problems related to acquisition of foreign merchandise. 10
9. Differentiate between cash discount, trade discount and quantity discount. 10
10. Write a detailed note on discount and off-price retailing in India. 10

**OR**

- (a) 150 handbags were brought @ Rs.1125 each. 50 pieces were retailed @ Rs. 2000 each, 75 pieces for Rs. 2400 each and balance for Rs. 2750 each. What is the markup percentage on entire transaction ? 5
- (b) After a special sale on Valentine's day, a buyer marked up the remaining 12 pieces of bracelets to original price of Rs. 250, which had been reduced to Rs. 199 for the occasion. What was the amount of markdown cancellation ? 5