

**B.A. FASHION MERCHANDISING AND
PRODUCTION (BAFMP)**

**Term-End Examination
December, 2011**

BFD-038 : RETAIL PLANNING

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. Define Mark - Down. How are they different from Mark - up ? Describe in detail with examples. 10
2. Explain the term Operating Expenses. What are its effect on the bottom - line ? Describe with examples. 10
3. How are the product categories of blackman and pufman different from each other in terms of seasonal characteristics and sales distribution over the year ? How would you plan a promotion campaign in the two categories ? 15
4. What is alternative price positioning ? Give examples of 2 such positioning strategies that a retailer might adopt. How do these effect in product management evaluation ? 10

5. Explain the term Above-the-line activities ? How is it different from below - the - line activities ? Give 3 examples Below - the - line activities to justify the role of sales promotion in a retail set-up. 15
 6. Explain in detail how sales and profits are indicators of product performance. 10
 7. Explain in detail how do consumer trend influence the demand for the product ? Explain with the help of an example. Describe how have consumer trend influenced product presentation elements such as packaging, product formulation, marketing communication and method of selling. 10
 8. Explain the term EDLP with respect to pricing policies. What is its importance with respect to retailers ? Describe with examples from national and international retailers. 10
 9. Explain the term operating expenses ? What are its effect on the bottom line ? How can a retailer manage these expenses ? Describe with examples. 10
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