

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

**Term-End Examination**

**June, 2011**

**BFD-038 : RETAIL PLANNING**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : All questions are compulsory.*

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1. Choose a product item and discuss the consumer trends that have influenced the demand for that product. Also consider whether consumer trends have influenced any part of the products presentation. For example packaging, product formulation, marketing communications about the product or the method of selling. **10**
  
2. What is OTB ? Why is OTB important in merchandise planning ? Elaborate with the help of an example. **10**
  
3. What are 'Pricing policies' ? Why is Every day low price (EDLP) important ? Give an example of EDLP in an international retailers and national retailer. **10**

4. What are (Below the line) BTL activities ? 15  
How is it different from the (Above the line) ATL activities ? Give examples of 3 BTL activities and justify the retail stores role in sales promotion.
5. What are operating expenses ? How does a retailer control and manage it effectively in order to maximize the bottom-line ? Elaborate with an example. 10
6. What are Mark Downs ? How are they different from mark ups ? Describe the difference in detail. 10
7. Evaluate sales and profits as indicator of product performance. 10
8. Review the alternative price positioning strategies that retailers might use and suggest how these will influence product management evaluation. 10
9. For the following categories, think of the sales distribution over a year. To what extent are the products seasonal and when would be a good time (s) to launch a product related promotion in each category ? 2x7½=15
- (a) beach wear
- (b) perfumes
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