

**B.Sc. LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

December, 2013

BFW-065 : MANAGEMENT-IV

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. State whether the following statements are True or False : 5x2=10
- (a) The profit and loss statement is a financial overview of the retail business.
 - (b) Variable Expenses are general expenses that are incurred from running the total business and are not directly caused by any one activity.
 - (c) Mark up is the difference between the retail price and the cost of goods sold.
 - (d) The Retailer's main objective of business is to earn profits.
 - (e) Virtual stores are located along downtown street , in shopping centres etc.
2. Fill in the blanks with suitable options : 5x2=10
- (a) _____ is the distribution of goods to the final customer.
 - (i) Merchandising
 - (ii) Retailing
 - (iii) Buying

- (b) In the Merchandising process, the buyers works with the _____ to obtain the right goods either individually or within the market system.
- (i) Retailers
 - (ii) Wholesalers
 - (iii) Vendors.
- (c) _____ is the insurance that covers the loss or damage of goods at sea.
- (i) Life Insurance
 - (ii) Fire Insurance
 - (iii) Marine Cargo Insurance
- (d) _____ are concerned with in the marketing practices within the home country.
- (i) Foreign Marketing
 - (ii) Domestic Marketing
 - (iii) International Marketing
- (e) _____ is the name given to the increasing number of transactions that occur over the internet.
- (i) Stores
 - (ii) E - Commerce
 - (iii) Brick n - mortar

3. Write short notes on **any five** :

5x3=15

- (a) Subsidies
- (b) Retailing
- (c) Letter of Credit
- (d) E - Commerce
- (e) GATT (General Agreement on Tariff and Trade)
- (f) Proforma Invoice
- (g) Bill of Lading
- (h) Marine Insurance

4. Attempt **any three** : **3x5=15**
- (a) Air Shipment v/s Water shipment
 - (b) FOB v/s Cif
 - (c) International Marketing v/s Domestic Marketing
 - (d) Single stage Tax v/s Value added Tax (VAT)
 - (e) Inspection Certificate v/s Airway Bill
5. Attempt **any four** of the following : **4x5=20**
- (a) What do you understand by Retail ? Write down functions of Retail.
 - (b) Explain Fashion Life Cycle.
 - (c) Write a note of Product Packaging. Discuss different type of labelling.
 - (d) What are Export Documents ?
 - (e) Discuss EXIM policies.
 - (f) What do you understand by Fashion Merchandising ?
 - (g) What do you understand by Cross Cultural business policies ?
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