

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

**Term-End Examination**

**December, 2013**

**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. Discuss the problem areas, a retail merchandiser is likely to come across during acquisition of merchandise from foreign countries. 10
2. Differentiate between line functions and staff functions of a merchandising department of a retail organisation. Also explain in brief the key merchandising competencies. 10
3. What do you understand by structural dimensions of cost ? Explain with the help of examples. 10
4. Discuss all three stages of building a range structure plan. 10

5. What general and specific services are offered by resident buying offices to their clients ? How will you differentiate resident buying offices on the basis of ownership ? 1
  6. Discuss the main roles and responsibilities of the merchandising department of an export house. 1
  7. Write a detailed note on the factors, a buyer should keep in mind while buying for an off-site store. 1
  8. What do you understand by a buying cycle ? Discuss its various stages with suitable examples. 1
  9. 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. 1
  10. Discuss the factors to be considered while deciding upon a source for merchandise. Also write a detailed note on periodic evaluation of merchandise resources. 1
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