

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

December, 2014

00335

BFW-008 : RETAIL MERCHANDISING – I

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **seven** questions. All questions carry equal marks.

1. Describe general roles and responsibilities of a retail merchandiser. 10
2. What customer characteristics will you keep in mind while measuring general lifestyle of a population segment ? How will you plan the stock for each of them ? 10
3. Differentiate between fashion merchandise and staple merchandise. How will you plan the stock for each of them ? 10
4. What is the objective of developing a sales forecast and what is the process thereof ? 10
5. Define merchandise mix and discuss its various components in detail along with suitable examples. 10
6. Discuss in detail the various factors influencing the fashion trends in a society. 10

7. What factors will you consider as a retail merchandiser to evaluate the various product lines while deciding upon the merchandise variety? 10
 8. Differentiate between buying and merchandising. Also discuss the impact that a retail merchandiser may have on the society. 10
 9. Discuss in detail five rights of retail merchandising. 10
 10. Write short notes on the following : 10
 - (a) Assortment factor
 - (b) Assortment volume
 - (c) Assortment variety
 - (d) SKU
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