

**M.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (MSCFMRM)**

**Term-End Examination**

00285

December, 2014

**MFW-002 : RETAIL MERCHANDISING - I**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** Answer any *seven* questions of the following. All questions carry equal marks.

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1. What are the factors used by a retail merchandiser to evaluate the various product lines, while deciding upon the merchandise variety? 10
2. Define merchandise mix and discuss its various components in detail. 10
3. Discuss the hierarchical structure of merchandising division of a typical retail organisation and comment upon the role of each functionary in it. 10
4. Write short notes on assessment diversity index and model stock plan. 10
5. Discuss the meaning of merchandising in the context of marketing, retail and supply chain. 10

6. What is the significance of basket size in lifestyle retailing? How can basket size be increased? 10
  7. Elaborate in detail about the three measurable assortment dimensions of merchandise management in detail. 10
  8. Discuss five rights of retail merchandising. 10
  9. Differentiate between basic goods and fashion goods. How can you transform a basic good into a fashion good? 10
  10. What do you understand by brand mix used by a retailer in his merchandise plan? How do private labels compare with national brands in terms of profitability and recognition? 10
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