| MFW-010 |

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

Term-End Examination

00165

December, 2014

MFW-010 : RETAIL MERCHANDISING - II

Time : 3 hours   *Maximum Marks : 70*

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

1. What is the need for disseminating information for a retail merchandiser ? What type of information is needed to be disseminated, and what communication techniques can be used for this purpose ? **10**

2. Discuss the advantages and disadvantages of purchasing at a retailer's own premises vis-a-vis purchasing through catalogues provided by vendor to a retail merchandiser. **10**

3. What are the various methods of acquisition of merchandise for a private label development ? Discuss the advantages and disadvantages of each method. **10**

4. Write a detailed note on the factors a buyer must keep in mind while making purchases for various formats of off-site retail. **10**

5. Discuss the problem areas a retail merchandiser is likely to come across during acquisition of merchandise from foreign countries. *10*

6. What do you mean by " Buying Cycle" ? Discuss its various stages. *10*

7. Differentiate between line functions and staff functions of the merchandising department of a retail organisation. Also write a note on flagship operations and chain store operations. *10*

8. Differentiate between options of product sourcing and product development based on their advantages and disadvantages. Write a detailed note on practicalities of product development during range planning. *10*

9. Discuss the structure and working of the merchandising department of an export house. What are the key competencies required for a merchandiser working for an export house in order to work efficiently ? *10*

10. What do you understand by anticipation ? An invoice of the amount of ₹ 1,000 dated 8/6 carries the terms 5/10/net 30, anticipation allowed. The prime rate is established at 12% and the invoice is paid on 13/6. Find the net amount paid to the vendor. *10*