

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

December, 2016

BFWE-026 : MERCHANDISING

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the meaning of the term Merchandising in the context of fashion, retail and export house. 10
2. Draw the flow chart of merchandising structure of a typical retail organisation and discuss the role of each functionary in it. 10
3. What is letter of credit (L/C) ? Explain the different types of L/C in detail. 10
4. Write short notes on any *two* of the following : $2 \times 5 = 10$
 - (a) CFR
 - (b) Consignor
 - (c) Fly by Night Importers
 - (d) e-Merchandising

5. What type of parameters do retailers adopt to compete in the highly competitive and saturated market ? 10
 6. Explain the various modes of international payments. 10
 7. Discuss the various problems related to acquisition of foreign merchandise. 10
 8. What do you understand by brand mix used by a retailer ? Describe the advantages and disadvantages of keeping different types of brands for a retailer. 10
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