

**M.Sc. RETAIL AND FASHION  
MERCHANDISE (MSCRFM)**

00913

**Term-End Examination**

**December, 2016**

**MFR-016 : PRINCIPLES OF RETAIL  
MERCHANDISING**

*Time : 3 hours*

*Maximum Marks : 70*

**Note :**

- (i) *Attempt any seven questions.*  
(ii) *All questions carry equal marks.*
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1. Discuss the key competencies required for a retail merchandiser. 10
2. Discuss the meaning of merchandising in the contexts of Marketing, Retail and Supply Chain. 10
3. Define merchandise mix and discuss its components in detail with suitable examples. 10
4. "Right retail merchandising comprises of having the right merchandise, in the right place, in the right quantities, at the right prices, at the right time." Elaborate. 10

5. What do you understand by brand mix used by a retailer ? Discuss the advantages and disadvantages of using different types of brands. 10
  6. Discuss the roles and responsibilities of a General Merchandising Manager, a Divisional Merchandising Manager and a buyer in a typical retail organization. 10
  7. What is the significance of "Basket Size" in lifestyle retailing ? How can basket size be increased ? 10
  8. What do you understand by merchandise budgeting ? Discuss any five parts of a merchandise budget. 10
  9. Name and discuss three measurable assessment dimensions. 10
  10. Define fashion. Explain the acceptance of fashion from one socio-economic group to another, with the help of trickle theories. 10
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