

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

Term-End Examination

December, 2016

00265

MFW-002 : RETAIL MERCHANDISING - I

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. "Retail merchandising comprises of having right merchandise in the right place in right quantities at the right prices at the right time." — Elaborate the above statement with the help of an example. 10
3. What do you understand by merchandise budgeting ? Explain five parts of a merchandise budget. 10
4. Discuss various merchandise mix strategies in detail along with the advantages, disadvantages and examples of each. 10

5. What criteria will you use for classifying the merchandise of a retailer into various groups ? Give a typical classification structure of the merchandise of a retail store dealing in men's apparels. 10
 6. What do you understand by basket size ? How can basket size be increased ? 10
 7. Differentiate between traditional merchandising and lifestyle merchandising with the help of an example. 10
 8. Discuss roles and responsibilities of general merchandising manager, divisional merchandising manager and buyer in a retail organisation. 10
 9. What do you understand by brand mix used by a retailer ? Discuss the advantages and disadvantages of keeping each type of brand in a retail store. 10
 10. Define fashion. Also differentiate between fads and classics. Which factors influence fashion trends in a society ? 10
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