

**B.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (BSCFMRM)**

**Term-End Examination**

**December, 2017**

00101

**BFW-008 : RETAIL MERCHANDISING – I**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Discuss the various components of merchandise mix in a retail store along with examples. 10
2. Draw a flow chart of the merchandising structure of a typical retail organization and discuss the role of each functionary in it. 10
3. What do you understand by Assortment Variety ? What factors should be considered while deciding the assortment variety for a retailer ? 10
4. Name and discuss three measurable assortment dimensions. 10

5. Differentiate between Basic goods and Fashion goods. How can a basic good be transformed into a fashion good ? Explain along with examples. 10
6. Explain how you can convince an interviewer that you are fit for a retail merchandiser's job. 10
7. What do you understand by Lifestyle Merchandising ? What type of merchandise support is required in the case of lifestyle merchandise ? 10
8. What is Merchandise Budget Plan ? Elaborate on the steps taken in developing a merchandise budget plan. 10
9. Briefly explain the following merchandise mix strategies along with examples :  $4 \times 2 \frac{1}{2} = 10$
- (a) Wide and Deep
  - (b) Wide and Shallow
  - (c) Narrow and Deep
  - (d) Narrow and Shallow
10. Write short notes on any **two** of the following : 10
- (a) Assortment Variety
  - (b) Assortment Volume
  - (c) SKU