

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

**Term-End Examination**

**December, 2017**

00441

**BFW-013 : RETAIL MERCHANDISING – II**

*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 methods of acquisition of merchandise for private labels of a retailer. 10
2. Differentiate between Line Function and Staff Function of a merchandising department of a retail organization. Also write a note on key merchandising competencies. 10
3. Discuss the main roles and responsibilities of a merchandiser working for an export house. 10
4. Discuss various differences between flagship stores and branch stores of a retail organization. 10
5. What factors should be kept in mind by a retailer while selecting a resident buying office ? Discuss. 10

6. Differentiate between a discount store and an off-price store. Also discuss the various factors that merchandisers should keep in mind while making purchases. *10*
  
  7. What do you understand by structural dimensions of cost ? Discuss in detail. *10*
  
  8. Elaborate upon the need of sourcing from abroad. Write a detailed note on the government's role in importing merchandise from abroad. *10*
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