

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

Term-End Examination

00161

December, 2017

BFW-026 : PRODUCT KNOWLEDGE – II

Time : 3 hours

Maximum Marks : 70

Note : *All questions are compulsory.*

1. What are Tariff Barriers ? Explain all of them in detail. 20

2. How does a new footwear manufacturer launch his merchandise in the export market ? Discuss in detail. 20

3. 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. 3+7

4. Explain why visual merchandising efforts increase sales. *10*

 5. Keeping fashion trends in mind, how does a retailer decide on the inventory management of the retail store ? *10*
-