

**B.Sc. RETAIL AND FASHION MERCHANDISE
(BSCRFM)**

Term-End Examination

00570

December, 2017

BFR-012 : RETAIL MERCHANDISING - I

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the structure and working of the merchandising department of an export house. 10
2. What type of merchandising support is required in terms of store ambience and staff training in case of lifestyle merchandising ? Also comment on desirable assortment and variety strategy for lifestyle merchandise. 10
3. Define Fashion. Also differentiate between fads and classics. 10
4. How is the concept of Merchandising understood in different business contexts ? 10

5. Name and discuss some criteria used for classifying merchandise. Also illustrate how the merchandise of a consumer electronic store may be classified. 10
 6. How would you convince an interviewer that you are fit for a retail merchandiser's job ? Discuss. 10
 7. Explain five components of merchandise budgeting. 10
 8. Discuss various merchandise mix strategies used by retail merchandisers along with their advantages and disadvantages, with examples. 10
 9. Write an explanatory note on a buyer's involvement in product development. Also discuss various methods of acquisition of merchandise for private labels. 10
 10. Discuss the various factors you will consider while deciding about potential product line combinations. 10
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