

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

**Term-End Examination**

00340

**December, 2017**

**MFW-010 : 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. Explain how you will maintain good vendor relations. Discuss the periodic evaluation of merchandise resources. 10
  
2. Discuss the various differences between flagship stores and branch stores of a retail organisation. How are flagship operations different from chain store operations ? 10
  
3. How do you judge the performance of a retail buyer ? Discuss the various factors to be considered for the same. 10

4. Discuss the main roles and responsibilities of a merchandiser working for an export house. *10*
  5. Define a buying cycle and discuss its various stages. *10*
  6. What general services and specific services are offered by resident buying offices to their clients ? *10*
  7. Discuss various methods or ways of acquiring merchandise for private label programmes of a retailer. *10*
  8. Differentiate between discount store and off-price store. Also discuss the various factors that merchandisers should keep in mind while making purchases. *10*
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