

**M.Sc. RETAIL AND FASHION
MERCHANDISE (MSCRFM)**

Term-End Examination

December, 2017

00231

**MFR-016 : PRINCIPLES OF RETAIL
MERCHANDISING**

Time : 3 hours

Maximum Marks : 70

Note : (i) *Attempt any seven questions.*

(ii) *All questions carry equal marks.*

1. What do you understand by Five Rights of Retail Merchandising ? 10
2. Convince an interviewer that you are fit for a merchandiser's job in an export house. 10
3. Differentiate between Line functions and Staff functions of a merchandising department in a retail organization. 10
4. Describe five components of merchandise budgeting. 10

5. What do you understand by Product Compatibility ? How will you decide, whether a proposed merchandise line is procurable or not ? 10
 6. Discuss various merchandise mix strategies used by retailers along with their advantages, disadvantages and examples. 10
 7. Explain the concept of classifying merchandise. Discuss the criteria used for classification with reference to an anchor store. 10
 8. Write short notes on (a) Basic Stock List, and (b) Model Stock List. 10
 9. What type of merchandise support is required in terms of store ambience and staff training in case of lifestyle merchandising ? How will you plan the merchandising assortment and variety for the same ? 5+5=10
 10. Discuss the various roles and responsibilities of a merchandiser working for a retail organization as per his/her position in the organizational structure. 10
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