

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

00041 **Term-End Examination**

December, 2017

MFR-020 : FUNCTIONS OF MERCHANDISING

Time : 3 hours

Maximum Marks : 70

Note :

- (i) *Attempt any **seven** questions.*
(ii) *All questions carry equal marks.*

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1. Discuss the various components of Range Structure Planning. 10
 2. Compare and contrast the options of Product Development and Product Sourcing. 10
 3. Discuss various methods of acquisition of merchandise for private labels of a retailer. 10
 4. Define (a) Central Merchandising Method, (b) Warehouse Requisition Methods, and (c) Price Agreement or Rate Contract Method of merchandise procurement. 10

5. Differentiate between a Discount store and an Off-price store. Also discuss various factors their buyers should keep in mind while making purchase decisions. 10
6. What general and specific services are offered by resident buying offices to their clients ? 10
7. Discuss the main roles and responsibilities of a merchandiser working for an export house. 10
8. Elaborate upon the need of sourcing merchandise from abroad. 10
9. What factors would you consider while selecting a source for merchandise ? Also write a note on periodic evaluation of merchandise resources. 10
10. (a) Discuss the role of GMROI and Stock Turnover as a measure of inventory productivity. 5+5=10
- (b) If sales for a season is ₹ 10,00,000 with average inventory being maintained as ₹ 2,00,000, calculate the GMROI if markup is 50% and gross margin is 40%.
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