

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

Term-End Examination

June, 2012

BFW-008 : RETAIL MERCHANDISING - I

Time : 3 hours

Maximum Marks : 70

Note : *Attempt any seven questions.*

All questions carry equal marks. Use of simple calculator is allowed.

1. Discuss general roles and responsibilities of a retail merchandiser. Give examples. 10
2. What is the objective of developing a sales forecast and what is the process involved ? 10
3. Discuss three trickle theories of movement of fashion from one social group to another. 10
4. Differentiate between traditional merchandising and life style merchandising with the help of examples. 10
5. Discuss meaning of the term "merchandising" in the contexts of marketing, retail and expert house. 10

6. Write short notes on assortment diversity index and model stock plan. **10**
7. Discuss definitions of merchandising as given by various management experts. **10**
8. Discuss various merchandise mix strategies used by retailers along with the advantages, disadvantages and examples of each. **10**
9. Write a detailed note on factors used by a retailer to evaluate various product lines while planning merchandise variety. **10**
10. Following assortment plan has been made by a retail merchandiser for a T-Shirt lot of 1500 units. **10**

Colour	%	Style	%	Size	%
Red	30	Round collar	55	Small	45
Blue	40	V-Neck	20	Medium	40
Green	30	Collared	25	Large	15
TOTAL	100	TOTAL	100	TOTAL	100

Calculate

- (a) Volume per SKU for any five SKU's
- (b) Assortment variety
- (c) Volume per assortment factor for any five assortment factors.
- (d) Total number of assortment factors.