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

Term-End Examination

June, 2012

BFW-013 : RETAIL MERCHANDIZING-II

Time : 3 Hours

Maximum Marks : 70

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

1. Discuss various factors considered for evaluating buyers. Give suitable examples. 10
2. Discuss main roles and responsibilities of a merchandiser working for an expert house. 10
3. 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
4. Discuss all three stages of building range structure plan. 10
5. What factors should be kept in mind to ensure good vendor relations ? 10

6. Write a detailed note on practicalities of product development during range planning. Also differentiate between product sourcing and product development based on their advantages and disadvantages. 10
7. Discuss advantages and disadvantages of buying at retailer's Premises vis-a-vis purchasing through catalogues of vendors. 10
8. Compare and contrast various methods of acquisition of merchandise for private label development. 10
9. What do you understand by "Dating" in the context of payment of a vendor's invoice ? Also discuss immediate and future dating concepts. 10
10. Discuss the role of GMROI and stock turnover as measures of inventory productivity. What are the advantages and limitations of rapid inventory turnover ? If sales for a season is Rs. 10,00,000 with average inventory maintained being Rs. 2,00,000, Calculate GMROI if markup is 50% and Gross margin is 40%. 10