

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

Term-End Examination

June, 2012

MFW-002 : RETAIL MERCHANDIZING - I

Time : 3 Hours

Maximum Marks : 70

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

1. Discuss the meaning of the term merchandising in the context of fashion, retail and export house. **10**
2. "Retail merchandising comprises of having right merchandise in the right place in right quantities at the right prices at the right time". Elaborate the above statement. **10**
3. What are the key competencies required for a retail merchandiser ? **10**
4. Draw the flow chart of merchandising structure of a typical retail organisation and discuss the role of each functionary in it. **10**
5. What do you understand by brand mix used by a retailer ? Describe the advantages and disadvantages of keeping different types of brands for a retailer. **10**

6. What do you understand by merchandise budgeting ? Explain five parts of a merchandise budget. **10**
7. Discuss various merchandise mix strategies in detail along with the advantages, disadvantages and examples of each. **10**
8. Explain the acceptances of fashion from one socio-economic group to another with the help of trickle theories. **10**
9. What do you understand by basket size ? How can basket size be increased ? **10**
10. Following assortment plan has been made for a T-shirt lot of 1500 units. **10**

COLOUR	%	STYLE	%	SIZE	%
RED	30	ROUND COLLAR	45	SMALL	35
BLUE	50	V-NECK	20	MEDIUM	50
GREEN	20	COLLARED	35	LARGE	15
TOTAL	100	TOTAL	100	TOTAL	100

Calculate

- (a) Volume per S.K.U
- (b) Number of assortment factors
- (c) Assortment variety