

00065

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

**Term-End Examination**

**June, 2012**

**MFW-010 : RETAIL MERCHANDIZING - II**

*Time : 3 hours*

*Maximum Marks : 70*

---

*Note : Attempt any seven questions. All questions carry equal marks. Use of calculators is permitted.*

---

1. What factors would you consider while selecting a source for merchandise ? Also elaborate on periodic evaluation of merchandise resources. 10
2. Discuss various problems related to acquisition of foreign merchandise. 10
3. Define a buying cycle and discuss its various stages. 10
4. Discuss all three stages of building a range structure plan. 10
5. Write a detailed note on the factors a buyer should keep in mind while buying for an off - site store. 10

6. Discuss various differences between flagship store and branch stores of a retail organisation. 10
  7. What general services and specific services are offered by resident buying offices to their clients? 10
  8. Discuss the structure and working of merchandising department of an expert house. 10
  9. Discuss various methods or ways of acquiring merchandise for private label programmes of a retailer. 10
  10. Differentiate between discount store and off - price store. Also discuss various factors their merchandise should keep in mind while making purchases. 10
-