

**B.A. IN APPAREL DESIGN AND
MERCHANDISING (BAADM)**

Term-End Examination

June, 2012

**BFM-049 : ESSENTIALS OF RETAIL
MERCHANDISING**

00986
00900

Time : 3 hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*

1. What are the different types of Food Retailers ? 20
Please explain 4 in detail.
2. What is CRM. Give a brief overview of the CRM 20
process ?
3. What are the key factors that impact the price of 20
a product ?
4. Please define the basics of staple merchandise 20
versus fashion merchandise buying.
5. Write a small note on Wal - Mart - and explain 20
why it has worked so well globally, and had to
close down in Germany ?
6. How can a retailer maximize the impact of their 20
website ?