

**B.A. FASHION MERCHANDISING AND
PRODUCTION (BAFMP)**

Term-End Examination

June, 2012

BFD-038 : RETAIL PLANNING

Time : 3 hours

Maximum Marks : 100

Note : All the questions are compulsory.

1. What are Mark down ? How are they different from mark ups ? Describe the differences in detail. 20
2. Discuss the price positioning strategies that retailers might use and suggest how these will influence product management evaluation. 20
3. What is Below the line and Above the line activities ? Explain in detail with example. 20
4. What are operating expenses ? How does a retailer control and manage it effectively in order to maximize the bottom line ? 20
5. Explain the statement with proper justification :- "Sales and profits are indicator of product performance". 20