

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

Term-End Examination

June, 2013

BFW-008 : RETAIL MERCHANDISING - I

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Time : 3 hours

Maximum Marks : 70

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

1. Differentiate between buying and merchandising. 10
Explain how a retail merchandiser may impact the society ?

2. What do you understand by merchandise budgeting ? Discuss all five parts of a merchandise budget. 10

3. Discuss various merchandise mix strategies used by retailers giving suitable examples. 10

4. Discuss various factors which influence the fashion trends in a society. 10

5. Differentiate between traditional merchandising and lifestyle merchandising. 10

6. Explain the hierarchical structure of merchandising division of a typical retail organisation and discuss the role of each functionary in it. 10
7. Discuss five rights of retail merchandising. 10
8. Differentiate between basic goods and fashion goods. Can a basic good be transformed into fashion good ? Give your views in favour or against. 10
9. What factors are used by a retailer to evaluate various product lines while deciding upon the merchandise variety. 10
10. Following assortment plan has been made for a T-shirt lot of 1500 units. 10

| Colour | % | Style | % | Size | % |
|--------|-----|------------|-----|--------|-----|
| Red | 30 | V-Neck | 45 | Small | 35 |
| Blue | 50 | Round Neck | 20 | Medium | 50 |
| Green | 20 | Polo Neck | 35 | Large | 15 |
| TOTAL | 100 | TOTAL | 100 | TOTAL | 100 |

Calculate :

- (a) Assortment variety
- (b) Volume per assortment factor
- (c) Volume per S.K.U