

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

Term-End Examination

June, 2013

00996

BFW-013 : RETAIL MERCHANDIZING-II

Time : 3 Hours

Maximum Marks : 70

Note : Attempt any seven questions.

All questions carry equal marks.

Use of simple calculator is permitted.

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1. Discuss merchandiser's role in planning special events and advertising campaigns. 10
 2. Explain the roles and responsibilities of a merchandiser working for an export house. 10
 3. What factors should be considered by a merchandiser while selecting a resident buying office ? 10
 4. What factors the buyer of a catalogue retailers and home shopping network retailers should keep in mind while taking merchandising decisions ? 10
 5. Discuss the difference between flagship stores and branch stores of a retail organisation. 10

6. Differentiate between discount operations and off-price operations. What is the future prospects of such retail strategies in India ? 10
 7. Compare and contrast product sourcing and product development during range planning. What are the practicalities involved in product development ? 10
 8. Elaborate the need of sourcing merchandise from abroad. 10
 9. List and explain major issues, a buyer should negotiate with vendor apart from price, before actually placing the order. 10
 10. What do you understand by loading in the context of cash discounts ? Find the actual net cost and loaded net cost for each quotation subject to a loaded cash discount of 8% for the following quotations for similar merchandise from three vendors - 10
Vendor A - Rs. 195 2/10/net 30
Vendor B - Rs. 198 5/10/net 30
Vendor C - Rs. 201 8/10/net 30
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