

00250

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

June, 2013

BFWE-026 : MERCHANDISING

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. What are Non-tariff barriers ? Explain their effect on the trade of a particular country. 20

2. Write in brief on the following : 5x4=20
 - (a) CFR
 - (b) COD
 - (c) Consignor
 - (d) Fly by night importers
 - (e) Triangle Trade

3. What type of parameters do retailers adopt to compete in the highly competitive and saturated market ? 20

4. Explain in detail why/why not visual merchandising effort increase/decrease sales. 10