

**B.Sc. LEATHER GOODS AND ACCESSORIES
DESIGN (BSCLGAD)**

Term-End Examination

June, 2013

BFW-065 : MANAGEMENT-IV

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Fill in the blanks :

- (a) _____ is the name given to the increasing number of transactions that occur over the internet. 5x2=10
- (i) Brick n mortar
(ii) E - commerce
(iii) Stores
- (b) _____ is the distribution of goods to the final customer.
- (i) Retailing
(ii) Buying
(iii) Merchandising
- (c) In the merchandising process, the buyers works with the _____ to obtain the right goods, either individually or within the market system.
- (i) wholesalers (ii) vendors
(iii) retailers

- (d) _____ are contained within the marketing practices within the home country.
- (i) International marketing
 - (ii) Domestic marketing
 - (iii) Foreign marketing
- (e) _____ is the insurance that covers loss or damage of goods at sea.
- (i) Fire insurance
 - (ii) Life insurance
 - (iii) Marine - Cargo Insurance

2. State whether the following statements are **true or false**. 5x2=10

- (a) Markup is the difference between the retail price and the cost of goods sold.
- (b) Virtual stores are located along down town streets, in shopping centres etc.
- (c) The Retailer's main objective of business is to earn profits.
- (d) The profit and loss statement is a financial overview of the retail business.
- (e) Variable expenses are general expenses that are incurred from running the total business and are not directly caused by any activity.

3. Write short notes on *any five*. 5x3=15
- (a) E - Commerce
 - (b) Performa invoice
 - (c) Letter of credit
 - (d) World Trade Organisation (WTO)
 - (e) Subsidies
 - (f) Bill of lading
 - (g) Retailing
 - (h) Marine Insurance
4. Write short notes on *any three* : 3x5=15
- (a) International marketing Vs. Domestic marketing.
 - (b) Air Shipment Vs. Water Shipment
 - (c) FOB Vs. CIF
 - (d) Single Stage Tax Vs. VAT (Value Added Tax)
 - (e) Revocable letter of credit Vs. Irrevocable letter of credit.
5. Attempt *any four* of the following : 4x5=20
- (a) Fashion life cycle.
 - (b) What do you Understand by Fashion Merchandising ?
 - (c) What are Export Documents ?
 - (d) What do you mean by EXIM Policies ?
 - (e) What do you understand by Cross-Cultural business policies ?
 - (f) Write a note on Product Packaging. Discuss different types of labelling.
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