

00976

**B.A. IN APPAREL DESIGN AND
MERCHANDISING (BAADM)**

Term-End Examination

June, 2013

**BFM-049 : ESSENTIALS OF RETAIL
MERCHANDISING**

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) Attempt *any five* questions.
(ii) All questions carry *equal* marks.
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1. Describe buying functions. Explain buying functions for different types of store/organizations. **20**
2. What are the parameters of measuring retailer's performance ? Discuss. **20**
3. What is the objective of VM or Store design ? How is space managed in a retail store ? **20**
4. What are the different types of Food Retailers ? Please explain 5 in detail. **20**

5. How can a retailer maximize the impact of their website ? Explain with examples. 20

 6. Write a small note on Walmart and explain why it has worked so well globally, but had to close down in Germany. 20
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