

**M.A. IN FASHION RETAIL MANAGEMENT
(MAFRM)**

Term-End Examination

June, 2013

00369

MFM-039 : MERCHANDISING FOR RETAILERS

Time : 3 hours

Maximum Marks : 100

Note : Answer any five. All questions carry equal marks.

1. Who is a 'Buyer' ? What are the roles and responsibilities of a fashion apparel and accessories buyer ? 20
2. What is the difference between national brands and private label brands ? Why do some retailers carry mixes of both types of merchandise ? 20
3. What is OTB ? Explain with a 6 month chart. 20
4. How does customer buying behaviour impact sales of fashion merchandise ? Explain with examples. 20
5. How are orders placed by a category buyer ? How is the supply chain managed by the retailer to ensure that merchandise reaches outlets at correct time ? 20
6. What is inventory management ? How is it system oriented ? 20