

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

**Term-End Examination**

**June, 2014**

00264

**BFW-008 : RETAIL MERCHANDISING – I**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *Attempt any seven questions. All questions carry equal marks.*

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1. Discuss the typical hierarchical structure of merchandising division of a traditional retail organisation and discuss the roles and responsibilities of each functionary in it. 10
2. Discuss the advantages and disadvantages of various merchandise mix strategies used by retailers. 10
3. Differentiate between basic goods and fashion goods. Can a basic good be transformed into a fashion good ? Justify your answer with the help of examples. 10
4. What is the difference between traditional merchandising and lifestyle merchandising ? 10
5. What do you understand by merchandise budgeting ? Discuss five parts of a merchandise budget. 10

6. How will you classify the merchandise of a retailer into various groups ? What criteria will you use for the same ? Explain with the help of an example giving classification structure of the merchandise of a retail store dealing in kid's apparels. 10
  7. What do you understand by the brand mix used by a retailer ? Discuss advantages and disadvantages of keeping each type of brands. 10
  8. What are the essential competencies a merchandiser must possess with respect to retailing ? 10
  9. Discuss the concept of merchandising in the context of marketing, export and retail, with suitable examples. 10
  10. What is the significance of basket size in lifestyle retailing ? How can the basket size be increased ? 10
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