

**M.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

00127

June, 2014

MFW-002 : RETAIL MERCHANDISING - I

Time : 3 hours

Maximum Marks : 70

Note : Answer any **seven** questions of the following. All questions carry equal marks. Use of simple calculators is allowed.

1. Discuss the advantages and disadvantages of various merchandise mix strategies used by retailers, with suitable examples of each. 10
2. Explain measurable assortment dimensions with suitable examples. 10
3. What do you understand by merchandise budgeting ? Discuss five parts of a merchandise budget in detail. 10
4. Differentiate between merchandising and buying. Discuss how a retail merchandiser can impact the society around her/him. 10

5. What are the competencies required for a retail merchandiser ? 10
 6. Discuss general roles and responsibilities of a retail merchandiser. 10
 7. What criteria is used to classify the merchandise of a retail store ? Give the classification structure of the merchandise of a ladies wear store. 10
 8. What do you understand by lifestyle merchandising ? Analyse market characteristics of lifestyle goods. 10
 9. What is the objective of developing a sales forecast ? What is the process involved in it ? 10
 10. Differentiate among fad, classic and fashion. Comment on basic-fashion continuum. 10
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