

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

**Term-End Examination**

**June, 2014**

**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. Define Retail Mix and its elements. State the retail mix for a high end Fashion Brand. **20**
2. What is CRM ? Elaborate the CRM process. **20**
3. Explain open to buy and six-months merchandise plan. **20**
4. Define the following : **5x4=20**
  - (a) Gross margin
  - (b) Employee training
  - (c) Customer loyalty
  - (d) Transient customer
  - (e) Dwell time
5. Explain customer complaint handling process. **20**  
Define various types of customers.

6. Calculate the markdown amount, markdown cancellation and the markdown percentage for the following : 20

Original Price (Rs.)	Sale Price (Rs.)	Stock in hand	Units Sold	Retail Price after Sale (Rs.)
100	80	45	25	100
125	100	15	10	125
250	200	50	40	250
300	275	60	30	300
150	130	25	5	150

7. Define the classification of merchandise based on shopping and state the types of customers based on usage. 20
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