

00432

**B.A. IN FASHION MERCHANDISING AND  
PRODUCTION (BAFMP)**

**Term-End Examination**

**June, 2014**

**BFD-038 : RETAIL PLANNING**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note : All questions are compulsory.**

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1. Explain the term operating expenses. What are its effect on the bottom line ? Describe with proper example. 15
2. Write the difference between mark down and mark up privacy. 10
3. Explain in detail : 7.5x2=15  
(a) Above the line activities  
(b) Below the line activities
4. Explain the correlation between sales, profits and product performance. 15
5. Explain how consumer trend influence the demand of products. 20
6. Explain "Every day low pricing strategy" and its importance. 15
7. What is alternative price positioning ? Give example of 3 such positioning strategies that a retailer might adopt. 10