

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

00436 Term-End Examination

June, 2016

BFW-008 : RETAIL MERCHANDISING – I

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions. All questions carry equal marks. Use of simple calculators is allowed.

1. Differentiate between buying and merchandising. Also elaborate how a retail merchandiser can impact the society and/or a company. 10

2. What do you understand by merchandise budgeting ? Discuss five parts of a merchandise budget. 10

3. Discuss the various merchandise mix strategies used by retailers along with examples, advantages and disadvantages of each. 10

4. Discuss the general roles and responsibilities of a retail merchandiser. 10
 5. What is the objective of developing a sales forecast and what is the process thereof? 10
 6. What criteria will you use for classifying merchandise of a retailer into various groups? Give a typical classification structure of the merchandise of a men's store. 10
 7. Differentiate between fashion merchandise and staple merchandise. How will you plan the stock for each of them? 10
 8. What do you understand by lifestyle merchandising? What customer characteristics will you keep in mind while measuring general lifestyle of a population segment? 10
 9. What are the key competencies required for a retail merchandiser? 10
 10. Discuss the measurable assortment dimensions with examples. 10
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