

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

Term-End Examination

June, 2016

00026

BFW-013 : RETAIL MERCHANDISING – II

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the structure and working of the merchandising department of an export house. What key competencies must an export merchandiser possess in order to work efficiently? 10
2. Differentiate between line and staff functions of a retail merchandising department with the help of suitable examples. 10
3. What general and specific services are offered by resident buying offices to their clients? How will you differentiate RBOs on the basis of their ownership? 10
4. Describe in detail the private label development. 10
5. Explain the roles and responsibilities of a merchandiser working for an export house. 10

6. Elaborate the need of sourcing merchandise from abroad. 10
 7. List and explain the major issues a buyer should negotiate with a vendor apart from price, before actually placing the order. 10
 8. Describe the government's role in importing merchandise from abroad. 10
 9. What do you understand by structural dimensions of cost ? Discuss in detail. 10
 10. What factors should the buyer of a catalogue retailers and house shopping network retailers keep in mind while taking merchandising decisions ? 10
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