

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

00126

June, 2016

BFWE-026 : MERCHANDISING

Time : 3 hours

Maximum Marks : 70

Note : *Section A has questions no. 1 and 2 which are compulsory. Attempt any three questions from Section B.*

SECTION A

1. Write briefly on any **four** of the following : 4×5=20
 - (a) CFR
 - (b) COD
 - (c) Consignor
 - (d) Triangle Trade
 - (e) AWB
 - (f) DEQ

2. Write short notes on any **four** of the following : 4×5=20
 - (a) Traditional Stores
 - (b) Brand Acceptance by a consumer
 - (c) Retail Franchising
 - (d) The importance of plastic money in retail
 - (e) Location of a Store
 - (f) Importance of theme windows in retail

SECTION B

Answer any *three* questions.

3. What are the different forms of payment in international trade ? Discuss briefly about them. 10
 4. What type of parameters do retailers adopt to compete in the highly competitive and saturated market ? 10
 5. What are non-tariff barriers ? Explain their effect on the trade of a particular country. 10
 6. Explain why visual merchandising efforts increase sales. 10
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