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**BFW-065**

**B.Sc. IN LEATHER GOODS AND ACCESSORIES  
DESIGN (BSCLGAD)**

00266

**Term-End Examination**

**June, 2016**

**BFW-065 : MANAGEMENT – IV**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note : All questions are compulsory.**

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1. State whether the following statements are *True* or *False* : *5×2=10*
- (a) The profit and loss statement is a financial overview of the retail business.
  - (b) Variable expenses are general expenses that are incurred from running the total business and are not directly caused by any one activity.
  - (c) Mark up is the difference between the retail price and the cost of goods sold.
  - (d) The retailer's main objective of business is to earn profits.
  - (e) Virtual stores are located along a downtown street, in the shopping centres, etc.

2. Fill in the blanks with suitable options. 5×2=10

- (a) \_\_\_\_\_ is the distribution of goods to the final customer.
- (i) Merchandising
  - (ii) Retailing
  - (iii) Buying
- (b) In the merchandising process, the buyers work with the \_\_\_\_\_ to obtain the right goods either individually or within the market system.
- (i) Retailers
  - (ii) Wholesalers
  - (iii) Vendors
- (c) \_\_\_\_\_ is the insurance that covers the loss or damage of goods at sea.
- (i) Life Insurance
  - (ii) Fire Insurance
  - (iii) Marine Cargo Insurance
- (d) \_\_\_\_\_ are concerned with the marketing practices within the home country.
- (i) Foreign Marketing
  - (ii) Domestic Marketing
  - (iii) International Marketing
- (e) \_\_\_\_\_ is the name given to the increasing number of transactions that occur over the Internet.
- (i) Stores
  - (ii) E-Commerce
  - (iii) Brick and mortar

3. Write short notes on any **five** of the following :  $5 \times 3 = 15$

- (a) Subsidies
- (b) Retailing
- (c) Letter of Credit
- (d) E-Commerce
- (e) GATT (General Agreement on Tariff and Trade)
- (f) Proforma Invoice
- (g) Bill of Lading
- (h) Marine Insurance

4. Discuss any **three** of the following :  $3 \times 5 = 15$

- (a) Air Shipment vs Domestic Shipment
- (b) FOB vs CIF
- (c) International Marketing vs Domestic Marketing
- (d) Single Stage Tax vs Value Added Tax (VAT)
- (e) Inspection Certificate vs Airway Bill

5. Attempt any **four** of the following :  $4 \times 5 = 20$

- (a) What do you understand by Retail ? Write down the functions of Retail.
- (b) Explain Fashion Life Cycle.
- (c) Write a note on product packaging. Discuss different types of labelling.
- (d) What are Export Documents ?
- (e) Discuss EXIM policies.
- (f) What is Fashion Merchandising ?