

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

**Term-End Examination**

**June, 2015**

**00114**

**BFW-008 : RETAIL MERCHANDISING – I**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Discuss the typical hierarchial structure of merchandising division of a traditional retail organisation and discuss the roles and responsibilities of each functionary in it . 10
  
2. Discuss the advantages and disadvantages of various merchandise mix strategies used by retailers, with the help of suitable examples. 10
  
3. Differentiate between basic goods and fashion goods. Can a basic good be transformed into a fashion good ? Justify your answer with the help of examples. 10
  
4. What do you understand by merchandise budgeting ? Discuss five parts of a merchandise budget. 10

5. What is the difference between traditional merchandising and lifestyle merchandising? 10
  6. How will you classify the merchandise of a retailer into various groups? What criteria will you use for the same? Explain, with the help of an example, how classification structure of the merchandise of a retail store deals in kid's apparels. 10
  7. What do you understand by brand mix used by a retailer? Discuss its advantages and disadvantages. 10
  8. What are the key competencies a retail merchandiser must possess? Support your answer with the help of an example. 10
  9. Discuss the concept of merchandising in the context of marketing, export and retail. 10
  10. What is the significance of basket size in lifestyle retailing? How can basket size be increased? Explain with the help of an example. 10
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