

B.Sc. FOOTWEAR TECHNOLOGY (BSCFWT)

Term-End Examination

June, 2015

00405

BFWE-026 : MERCHANDISING

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory.

1. Discuss the functions of a merchandiser at the "front end" and "back end" of the retail store. 10
2. What are the roles and responsibilities of an export merchandiser ? 10
3. Draw the flow chart of merchandising structure of an export organisation and discuss the role of each functionary in it. 10
4. Explain in detail the whole process of export, right from procuring the order from the international retailer to the feedback of the same on delivery. 20
5. Explain the Incoterms in detail. 10
6. How does the retailer communicate his store to the consumers ? 10