

**M.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

00470

June, 2015

MFW-002 : RETAIL MERCHANDISING - I

Time : 3 hours

Maximum Marks : 70

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

1. "Retail merchandising comprises of having the right merchandise, in the right place, in right quantities, at the right price, at the right time."
Comment. 10
2. Discuss the meaning of merchandising in the contexts of marketing, retail and supply chain. 10
3. Discuss the roles and responsibilities of General Merchandising Manager, Store Merchandising Manager, Divisional Merchandising Manager and Buyer in a retail organisation. 10
4. What do you understand by merchandise budgeting ? Discuss five parts of a merchandise budget. 10
5. Write a detailed note on factors used by a retailer to evaluate various product lines while planning merchandise variety. 10

6. What criteria will you use for classifying the merchandise of a retailer into various groups ? Give a typical classification structure of men's section in a departmental store. 10
7. Name and discuss three measurable assortment dimensions. 10
8. Differentiate between trends, style and fashion with the help of suitable examples. 10
9. What type of merchandising support is required in terms of store ambience and staff training in case of lifestyle merchandising ? How will you plan merchandise assortment for lifestyle merchandise ? 10
10. A retailer intends to maintain the following assortment distribution for his assortment of 1800 pieces of shoes :

Style	Distribution	Size	Distribution	Colour	Distribution
Formal	40%	6	15%	Black	40%
Casual	25%	7	40%	Dark-tan	35%
Party	35%	8	45%	Tan-green	25%
Total	100%	Total	100%	Total	100%

Find : 10

- (a) Volume per assortment factor for each assortment factor
- (b) Total number of SKUs
- (c) Volume per SKU for each SKU