

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

Term-End Examination

00054

June, 2015

MFW-010 : RETAIL MERCHANDISING - II

Time : 3 hours

Maximum Marks : 70

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

1. What factors would you consider while selecting a source for merchandise ? Elaborate the periodic evaluation of merchandise resources. 10
2. Define a buying cycle and discuss its various stages. 10
3. Discuss the various differences between flagship store and branch stores of a retail organisation. 10
4. Discuss the structure and working of merchandising department of an export house. 10
5. Differentiate between discount store and off-price store. Also discuss the various factors that merchandisers should keep in mind while making purchases. 10

6. What assistance should a market specialist provide to a client buyer during the latter's wholesale market visits ? 10

 7. Discuss the various components of Range structure planning. 1-200010

 8. Elaborate the need of disseminating information for a retail merchandiser. What type of information is needed to be disseminated and what communication techniques can be used for the purpose ? 10
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