

00874

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

Term-End Examination
June, 2011

BFW-008 : RETAIL MERCHANDISING - I

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions. All questions carry equal marks. Use of calculators is permitted.

-
-
1. Discuss the definition of merchandising as given by various management experts. 10
 2. What are the key competencies required for a merchandiser ? 10
 3. Discuss various merchandise mix strategies used by retailers along with the advantages, disadvantages and examples of each. 10
 4. What do you understand by merchandise budgeting ? Discuss five parts of a merchandise budget. 10
 5. Differentiate between style, trend and fashion. 10

6. What do you understand by "Specification buying" and "buying against special orders" ? Discuss the problems faced in each situation. 10
7. Differentiate between traditional merchandising and Life style merchandising. 10
8. Discuss (a) Model Stock List (b) Basic Stock List and (c) Never Out List in detail along with examples. 10
9. What is the objective of developing a sales forecast and what is the process thereof ? 10
10. Calculate (a) Volume for any one SKU (b) Volume per assortment factor (c) Assortment variety 10

from the data give below -

| COLOUR | % | STYLE | % | SIZE | % |
|--------|-----|---------------|-----|--------|-----|
| RED | 30 | ROUND NECK | 45 | SMALL | 35 |
| BLUE | 50 | V-NECK | 30 | MEDIUM | 50 |
| GREEN | 20 | POLO NECK | 25 | LARGE | 15 |
| TOTAL | 100 | TOTAL | 100 | TOTAL | 100 |

Total lot of shirts is of 2500 pieces.