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

Term-End Examination

June, 2011

MFW-002 : RETAIL MERCHANDIZING - I

Time : 3 hours

Maximum Marks : 70

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

1. Differentiate between buying and merchandising. 10
Also elaborate as to how a retail merchandiser can impact the society.
2. Draw a flow chart of merchandising structure of a typical retail organisation and discuss the role of each functionary in it. 10
3. Write a detailed note on merchandise planning. 10
4. Name and discuss three measurable assortment dimensions. 10
5. Write a detailed note on factors used by a retailer to evaluate various product lines while planning merchandise variety. 10

6. Explain the acceptance of fashion from one socio - economic group to another with the help of trickle theories. 10
7. Discuss various merchandise mix strategies used by retailers along with the advantages, disadvantages and examples of each. 10
8. What do you understand by Life Style merchandising ? What customer characteristics will you keep in mind while measuring general life style of a population segment ? 10
9. Define (a) Inventory turnover and (b) Open - to - buy and discuss their role in controlling merchandise assortment and providing support. 10
10. Following assortment plan has been made for a T - shirt lot of 1500 units :- 10

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

- Calculate
- (a) Volume for any one SKU
 - (b) Assortment Volume
 - (c) Assortment Variety