

00984 M.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (MSCFMRM)

Term-End Examination

June, 2011

MFW-010 : RETAIL MERCHANDIZING - II

Time : 3 hours

Maximum Marks : 70

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

1. Discuss various methods by which merchandise may be acquired for private level development. 10
2. Discuss main roles and responsibilities of a merchandiser working for an export house. 10
3. What general and specific services are offered by "Resident Buying Offices" to their clients ? 10
4. Discuss roles and responsibilities of various line and staff positions of the merchandising department of a typical department store. 10
5. Write a detailed note on the factors which a merchandiser should keep in mind while buying for an off-site store. 10
6. Discuss various components of "range structure planning". 10

7. Define a "Buying Cycle" and discuss its various stages. 10
8. What assistance a "market specialist" should provide to the client buyer during latter's market visits. 10
9. What factors would you consider while selecting a source for merchandising ? Write a note on periodic evaluation of merchandise resources. 10
10. (a) A Buyer ordered Ten jackets at a cost price of Rs. 2400 each and six trousers at the rate of Rs. 4000 each. She decided to sell the former at the rate of Rs. 5000 each and later at the rate of Rs. 7500 each. What is the markup percentage on the entire transaction, calculated with reference to retail ? 5
- (b) A buyer had a group of 100 belts marked at Rs. 16 each. At the end of the season, 15 belts remained unsold and had to be reduced to Rs. 10 each, at which they were all sold out. What is the mark down percentage on entire transaction of 100 belts ? 5

OR

Differentiate between a discount store and off price store. Also discuss various factors their buyers should keep in mind while making purchases. 10