

Total No. of Questions : 07

M.Sc.(Fashion Marketing Management) (2015 to 2017) (Sem.-2)

RETAIL MERCHANDISING AND BUYING

Subject Code : MSCFMM-203

Paper ID : [A2591]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.**
2. **SECTION-B consists of THREE Sub-sections : Units-I, II & III.**
3. **Each Sub-section contains TWO questions carrying TEN marks each.**
4. **Student has to attempt any FOUR questions from SECTION-B, atleast one from each Sub-section.**

SECTION-A

Q1. Answer briefly :

- a) What is stock turn?
- b) What are soft goods?
- c) Does range planning play a significant role in the retail merchandising business?
- d) What is forecasting in fashion business?
- e) What is mark-up price?
- f) How do merchandising buying tools affect the retail business?
- g) What is range planning?
- h) What is category management?
- i) What is retail merchandising?
- j) What are the various inventory methods, name them?

SECTION-B

Unit-I

Q2. What is the role of merchandising planning tools, discuss the various techniques?

Q3. In the context of fashion industry, what is sales analysis?

Unit-II

Q4. Write a note on retail pricing and re-pricing.

Q5. Explain the inventory methods in detail. What are the basic profit factors?

Unit-III

Q6. Give a detailed account of six months buying plans.

Q7. Discuss two case studies in merchandising apparel and soft goods.

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