Roll No.		Total No. of Pages: 02

Total No. of Questions: 07

M.Sc.(Fashion Marketing Management) (2018 Batch) (Sem.-2) RETAIL MERCHANDISING AND BUYING

Subject Code: MSFMM-203-18

M.Code: 75998

Time: 3 Hrs. Max. Marks: 60

INSTRUCTIONS 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 each, carrying TEN marks each.
- 4. Attempt any FOUR questions, ONE from each Sub-section and fourth from any sub-section.

SECTION-A

1. Write briefly:

- a. Retailing
- b. Markup
- c. Inventory
- d. Buying Plan
- e. Forecasting
- f. Soft goods
- g. Merchandising
- h. End-user
- i. Range planning
- j. Selling price

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SECTION-B

UNIT-I

- 2. What are merchandising planning tools? Discuss in detail.
- 3. Elaborate the ABC Analysis of sales giving suitable examples.

UNIT-II

- 4. What are different methods of inventory control? Discuss.
- 5. Discuss the different types of retail pricing strategies.

UNIT-III

- 6. What do you know about six monthly buying plan? Discuss its advantages and disadvantages.
- 7. What is stock turn and replenishment? What factors should be kept in mind while replenishing the stock in a retail store.

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

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