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# 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?

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## **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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