

Exam. Code : 217504

Subject Code : 6831

M.Sc. (Fashion Designing & Merchandising)

4th Semester

FASHION MERCHANDISING & RETAILING

Paper-III

Time Allowed—3 Hours] [Maximum Marks—100

Note :- Attempt five questions in all, selecting one question from each unit. All questions carry equal marks.

UNIT-I

1. Discuss the factors affecting buying and selling of Fashion Merchandise. What is the role and responsibility of a fashion buyer in Merchandising ?
2. Discuss various retail formats prevalent in the field of fashion. Give suitable examples to support your answer.

UNIT-II

3. What is non-store retailing ? Give examples. Discuss the merits and demerits of store retailing and non-store retailing.
4. How is buying and merchandising organized in retail chain organization ? Discuss in context of one national and one international retail store chain.

UNIT-III

5. Why is Fashion promotion important for retailing fashion products ? Discuss various communication channels which are available to Fashion companies.
6. (a) What is Visual Merchandising ? Discuss the role and responsibilities of a Visual Merchandiser.
(b) Explain the significance of relationship marketing in today's retail scenario.

UNIT-IV

7. Discuss the impact of pricing on an organization's sales and profitability. What are the factors considered while calculating selling price of a product ? Explain with help of suitable formula and examples.
8. Define the following terms :
 - (i) Stock overage and shortage
 - (ii) Types of Markdowns
 - (iii) Payment terms
 - (iv) Purchase order.

UNIT-V

9. Discuss different types of discounters in retailing. How are they unique in terms of their merchandising strategies ?
10. What do you understand by speciality trends in retailing ? Explain the organizational structure of any one type of speciality store.