

Exam. Code : 217504

Subject Code : 5266

M.Sc. (Fashion Design and Merchandising) 4th Semester

FASHION MERCHANDISING AND RETAILING

Paper—III

Time Allowed—Two Hours] [Maximum Marks—100

Note :—Attempt any **FOUR** questions. All questions carry equal marks.

1. (a) Discuss the factors affecting buying and selling of Fashion Merchandise.
(b) What is the role and responsibility of fashion buyer in Merchandising ?
2. List the various retail formats prevalent in the field of fashion and give suitable examples. Discuss any two retail formats in detail.
3. How are Buying and Merchandising organized in retail chain organizations ? Discuss in context of one national and one International retail store chain.
4. Differentiate between Store and Non-store Retailing. Discuss any two formats of Non-Store retailing with suitable examples.

5. Discuss the role of advertising in today's Retail Fashion Business. Describe various types of advertising used to promote fashion products.
6. (a) What is visual merchandising ? Discuss the role and responsibilities of visual merchandiser.
- (b) Discuss the importance of Relationship Marketing in today's retail scenario.
7. What is Purchase Order ? Explain the steps involved in the preparation of purchase order and various payment terms used in retail fashion.
8. (a) Explain the method of computing retail price of a product.
- (b) Write about :
- (i) Stock overage and shortage
- (ii) Quantity and seasonal discounts.