

Roll No.

Total No. of Pages : 02

Total No. of Questions : 07

M.Sc. (Fashion Marketing Management) (Sem.-2)

RETAIL MERCHANDISING AND BUYING

Subject Code : MSFMM-203-18

M.Code : 75998

Date of Examination : 06-07-22

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. Fill in the blanks / Write Briefly :

- a) _____ acts as a blueprint of a new collection and helps you set the overall direction of the collection.
- b) The price at which the product is sold to the end customer is called the _____ of the product.
- c) _____ is a person responsible for ensuring that the right amount of goods are available in store and are being sold at the right price.
- d) Apparel and bedding are types of _____ goods.
- e) The rate at which a company's goods are sold and replaced is known as _____ turn.
- f) Wholesaler
- g) Markdown
- h) Retailer
- i) Basic Stock
- j) Forecasting

SECTION-B

UNIT-I

2. Write in detail about sales analysis.
3. What are the merchandising planning tools and techniques?

UNIT-II

4. Write in detail about basic profit factors.
5. What are Inventory methods? Explain in detail.

UNIT-III

6. What are the six month buying plans?
7. Write in detail about any one case study in merchandising and soft goods.

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.