

NEW

2015

MBA 3rd Semester Examination

RETAIL MERCHANDISING MANAGEMENT

(Specialisation : Retail Management)

PAPER—RM-302

Full Marks : 100

Time : 3 Hours

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

1. Answer any *eight* questions of the following : 5×8
 - (a) What do you understand by the term category and category management ?
 - (b) What are the factors that influence the function of merchandising in retail ?

(Turn Over)

- (c) What are the various categories of merchandising known in the retailing arena ?
- (d) What do you understand by the term GMROI in merchandise management ?
- (e) What do you understand by the term cycle stock and better stock ?
- (f) Briefly explain the term Merchandise Mix.
- (g) What do you understand by the term Open-to-Buy (OTB) ?
- (h) What are the various factors influencing shelf replenishment ? What is spot fill in retail merchandising ?
- (i) What is Visual Merchandising and state its purpose ?
- (j) What is the significance of window displays in visual merchandising ?
- (k) What is a planogram & state its purpose ?
- (l) What do you understand by the term merchandise assortment ?

2. Answer any *four* questions of the following : 10×4

- (a) Explain Merchandise Hierarchy along with a suitable diagram.
- (b) Describe the various steps involved in 6 months Merchandise Plan.
- (c) Explain the various factors involved in vendor selection. Also explain some of the common buying errors involved in merchandise management.
- (d) Describe the various constituents of exterior presentation in visual merchandising.
- (e) Explain the various types of signage to be seen at organized retail stores.
- (f) Briefly describe the following aspects of visual merchandising :
 - (i) Themes
 - (ii) Props
 - (iii) Colors
 - (iv) Lighting

[Internal Assessment : 20]