

Q.31 Explain in short the methods of merchandise planning.

Q.32 What is the role of a retail franchisee?

### SECTION-D

**Note:** Long answer type questions. Attempt any three questions out of four questions. 3x10=30

Q.33 Explain merchandise Planning. Also write methods of procuring Merchandise.

Q.34 What do you mean by Retail Merchandise Planning? Explain the process of merchandise Planning.

Q.35 Explain in detail the process and components of category management.

Q.36 Discuss the drivers of retail change in India.

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**4th Sem. / DBM, DBM (IPM)**

**Subject : Retail Merchandise Management**

Time : 3 Hrs.

M.M. : 100

### SECTION-A

**Note:** Objective type questions. All questions are compulsory (10x1=10)

Q.1 Merchandise planning is beneficial for the \_\_\_\_\_. (Promotion/Merchandise)

Q.2 The first step of process of merchandising planning is \_\_\_\_\_. (identification the goal/ review)

Q.3 Open to buy controls \_\_\_\_\_ buying. (over/ critical)

Q.4 Merchandise assortment is the range of product a store sells. (True/False)

Q.5 Write one example of franchise.

Q.6 \_\_\_\_\_ means finding out product from different places or suppliers. (Vendor selection/ promotion)

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- Q.7 First step of procuring merchandise is \_\_\_\_\_.  
(Price/ need recognition)
- Q.8 \_\_\_\_\_ discount is offered to retailers to order merchandise in advance of the normal buying season. (Trade discount/ Cash discount)
- Q.9 \_\_\_\_\_ is a basic unit of analysis for making merchandise decision. (demand/cost)
- Q.10 In forecasting the demand, reviewing past sales is very helpful. (True/False)

### SECTION-B

**Note:**Very short answer type questions. Attempt any ten questions out of twelve questions. 10x2=20

- Q.11 Define store operation.
- Q.12 What is E-Commerece?
- Q.13 What is private label?
- Q.14 What is a merchandise plan?
- Q.15 Write two functions of retailer.
- Q.16 Write two drivers for changing the retail scenario in India.

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- Q.17 Who is a franchiser?
- Q.18 What is stocks level?
- Q.19 Define buying cycle.
- Q.20 Define assortment.
- Q.21 Explain promotional display.
- Q.22 What is retail?

### SECTION-C

**Note:**Short answer type questions. Attempt any eight questions out of ten questions. 8x5=40

- Q.23 Explain the functions of a retailer.
- Q.24 Define retail equation.
- Q.25 Briefly explain the role of a retailer.
- Q.26 Explain types of retail franchisee.
- Q.27 What is space management?
- Q.28 What is the importance of merchandise goals?
- Q.29 What are the roles of buyer?
- Q.30 Briefly discuss the responsibilities of a merchandiser.

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