

M.F.D.(with Credits)-Regular-Semester 2012 Sem IV  
**MFD241 - Paper-I : Retail Management & Merchandising**

P. Pages : 1

Time : Three Hours



**GUG/W/16/3140**

Max. Marks : 80

- Notes : 1. All questions are compulsory.  
2. All questions carry equal marks.

1. a) Write about structure of export house, buying house and domestic companies. 8  
b) Write about buying network in export. 8  
c) Write about retail organization structure of line and staff function. 8  
d) Write about buying network in export. 8
- OR**
2. a) How will you explain marketing channels. 16  
b) Write in detail about classification of retail advertising and IT application for retailing. 16
- OR**
3. a) Write a note on visual merchandizing. 8  
b) Explain fashion forecasting. 8  
c) Explain scope of displays and write different types of display. 16
- OR**
4. a) What is time flow management? Explain with examples. 8  
b) Write a note on vendor management and explain vendor relation. 8  
c) Write a note on Global sourcing. 8  
d) Write in detail about purchase term. 8
- OR**
5. Write a note on **any four**. 16  
a) Buying and selling.  
b) Fashion advertising.  
c) Creativity in display.  
d) Brands and Labels.  
e) Fashions Calendar.

\*\*\*\*\*