

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

OR

c) Write about retail organization structure of line and staff function. 8
d) Write about buying network in export. 8
2. a) How will you explain marketing channels. 16

OR

b) Write in detail about classification of retail advertising and IT application for retailing. 16
3. a) Write a note on visual merchandizing. 8
b) Explain fashion forecasting. 8

OR

c) Explain scope of displays and write different types of display. 16
4. a) What is time flow management? Explain with examples. 8
b) Write a note on vendor management and explain vendor relation. 8

OR

c) Write a note on Global sourcing. 8
d) Write in detail about purchase term. 8
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.
