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## MANIPAL UNIVERSITY

### SIXTH SEMESTER B. DES. (FD) DEGREE EXAMINATION – MAY 2016

#### SUBJECT: BFD 306 – FASHION MERCHANDISING (2013 & 2014 SCHEME)

Friday, May 27, 2016

Time: 14:00 – 17:00 Hrs.

Max. Marks: 50

- ✍ Answer any FIVE full questions.
- ✍ Any missing data to be assumed suitably.

- 1A. What is retailing? Explain.
- 1B. Write the advantages of organized retail.
- 1C. Discuss the various activities performed by the retailers.

(3+3+4 = 10 marks)

- 2A. What is retail strategy? Explain.
- 2B. Explain the retailer's relationship with suppliers and vendors.
- 2C. Explain market penetration and diversification in retailing.

(3+3+4 = 10 marks)

- 3A. Write the standard operating procedure of procurement life cycle.
- 3B. Describe the factors that contribute to uncertainty in supply chain management.
- 3C. What is e-procurement? Explain the online sourcing/procurement process.

(3+3+4 = 10 marks)

- 4A. Define visual merchandising? What is the purpose of visual merchandising?
- 4B. Explain the importance of visual merchandising.
- 4C. Explain the different types of lightings used in visual merchandising.

(3+3+4 = 10 marks)

- 5A. What are the components of merchandise plan?
- 5B. What is the use of creating a defined brand strategy?
- 5C. What is a budget? Explain the different types of budgeting.

(3+3+4 = 10 marks)

- 6. Explain any FIVE retail store strategy mix or merchandised offered strategy mix.

(2 marks × 5 = 10 marks)

