

Roll No.

Total No. of Pages : 01

Total No. of Questions : 08

M.Sc. (FD) (Sem.-2)
RETAIL MARKETING AND MERCHANDISING

Subject Code : MSFD-201-20

M.Code : 79809

Date of Examination : 04-07-22

Time : 3 Hrs.

Max. Marks : 40

INSTRUCTION TO CANDIDATES :

- 1. The Question Paper comprises of FOUR sections.**
- 2. Attempt any ONE question from each unit and the FIFTH question can be attempt from any unit.**
- 3. Each question carries EIGHT marks.**

UNIT-I

1. Define Retailing, its types and formats.
2. Define Fashion Merchandising. Explain the various steps involved in it.

UNIT-II

3. Explain the need of relationship between retailer and consumer.
4. Describe business ethics in detail.

UNIT-III

5. Define financial aspects of Retail Merchandising.
6. Write short notes on
 - a) Publicity
 - b) Advertisement
 - c) Visual Presentation.

UNIT-IV

7. What do you understand by merchandising control?
8. Write short notes on
 - a) Effect of store location on fashion retailing.
 - b) Human resource management.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.