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Total No. of Pages : 01

Total No. of Questions : 08

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

Subject Code : MSFD-201-20

M.Code : 79809

Date of Examination: 30-05-2023

Time : 3 Hrs.

Max. Marks : 40

INSTRUCTIONS TO CANDIDATES :

1. Attempt any FIVE questions out of EIGHT questions by selecting ONE question from each UNIT and FIFTH question from any UNIT.
2. Each question carries EIGHT marks.

UNIT-I

1. What is the scope and importance of retailing in this globalized era?
2. *Merchandising is a key component of any retail business.* Comment. What are its different types?

UNIT-II

3. Give a detailed commentary on the relationship between consumer and retailer.
4. Why is it important to communicate with consumers in the business sector?

UNIT-III

5. What is retail pricing? Discuss in depth the factors that influence the retail prices.
6. What do you mean by sales and inventory planning? State the factors that affect them.

UNIT-IV

7. What is the importance of Human resource management in retail industry?
8. Present a comprehensive account on the significance of store planning and design.

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.