

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DRM/PGDRM

Academic year: 2014 – 2015
Subject: Merchandising Management

Semester: II
Course : New
Marks : 70
Time: 11.00 a.m. to 2.00 p.m.

Date: 20.06.2014

Instructions:

1. Answer to each new question to be started on a fresh page.
 2. Figures in bracket indicate full marks.
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Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Explain the Objectives of Merchandising.
- b) Define the term "Visual Merchandising".
- c) Define merchandise hierarchy.
- d) What is buying function ? Mention its role in brief.

Q.2) Write Short Notes on any 2 out of 5

(Marks: 2X5=10)

- a) Evolution of merchandising.
- b) Explain organizational buying.
- c) Discuss Merchandise Mix.
- d) Components of visual merchandising.
- e) Global Sourcing.

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain what is merchandising. Discuss its objectives.
- b) Describe the role of merchandising in the retail outlet .
- c) Who is Visual merchandiser ? What are the functions of a visual merchandiser ?
- d) What do you mean by supplier and vendor relationship management?
- e) Mention the important essential characteristics of a retail buyer.

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Discuss the Methods of Merchandising Procurement
- b) State advantages and disadvantages of private label brand.
