

SVKM's NMIMS

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DRM/PGDRM

Examination: December 2014  
Subject: Merchandising Management

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

Date: 02.01.2015

**Instructions:**

1. Answer to each question to be started on a fresh page.
2. Figures in bracket indicate full marks.

**Q.1) Attempt any 2 out of 4**

**(Marks: 2 X 5=10)**

- a) What is Visual Merchandising?
- b) Explain the meaning of a Merchandise Plan.
- c) What is Sourcing?
- d) What are the outcomes of a good Display?

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

**(Marks: 2X5=10)**

- a) Components of Visual Merchandising.
- b) Merchandising Strategy.
- c) Private Brands.
- d) Purpose of Display.
- e) Importance of Window Display.

**Q. 3) Attempt any 3 out of 5**

**(Marks: 3X10=30)**

- a) What is merchandising? What are its objectives?
- b) What are the essentials of an effective display?
- c) Discuss various types of Displays.
- d) Which are the factors affecting Assortment Planning?
- e) What are the components of Merchandising Management?

**Q.4) Attempt both the questions**

**(Marks: 2X10=20)**

- a) Explain the buying process in Retailing.
- b) Discuss the factors affecting International Sourcing decisions.

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