

SVKM's NMIMS

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: DRM/PGDRM

Examination: June 2015

Subject: Merchandising Management

Semester: II

Course : New

Marks : 70

Time: 11.00 a.m. to 2.00 p.m.

Instructions:

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

Q.1.) Attempt any 2 out of 4

(Marks: 2x5 = 10)

- a) Examine the role and responsibility of a buyer?
- b) Why there is a need for merchandise assortment?
- c) What is the importance of category management?
- d) Explain the concept of shrinkage & what role it plays in retail management?

Q.2.) Write short notes on (2 out of 5)

(Marks : 2x5 = 10)

- a) Merchandising strategies
- b) Sourcing
- c) Merchandising mix
- d) ABC analysis
- e) Merchandising planning

Q.3.) Attempt any 3 out of 5

(Marks: 3x10 = 30)

- a) Elaborate characteristics of effective display?
- b) Which are the methods of display?
- c) Explain the types of buying?
- d) What are the benefits and challenges of global supply?
- e) Discuss category management process?

Q.4.) Attempt both the questions

(Marks: 2x10 = 20)

You are young MBA and planning to open up a high end fashion Shop In your city.

- a) Do a merchandising mix strategy for your shop
- b) Do a visual merchandising planning for your shop

You are free to make any assumptions, however, the same need to be explicitly narrated
