

**SVKM's NMIMS**

**NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: DRM/PGDRM

Examination: December 2015  
Subject: Merchandising Management

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

Date: 17.12.2015

**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) What is merchandising & elaborate the concept of promotional merchandising?
- b) Discuss the factor which affects the merchandising functions?
- c) Elaborate the components of visual merchandising?
- d) Discuss the role of retail buyer?

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

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

- a) Trends in visual merchandising in India
- b) Types of merchandising products.
- c) Merchandise assortment planning
- d) Types of display settings
- e) Merchandise hierarchy

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

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

- a) Discuss the different types of exhibits?
- b) What is shrinkage & how to control it?
- c) Discuss the various factors affecting international sourcing decisions?
- d) Discuss the advantages & disadvantages of private brands?
- e) Elaborate the elements of merchandising strategy.

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

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

**You are young just passed out MBA who want to become retail entrepreneur through a high end Fashion start up in city of your choice.**

- A) Do a merchandising mix strategy for your store.
- B) Do a merchandising display strategy for your store.

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