UNIVERSITY OF NORTH BENGAL

B.VOC. Programme 4th Semester Examination, 2023

DSC41-RETAIL MANAGEMENT (4.1)

RETAIL MERCHANDISE MANAGEMENT

Time Allotted: 2 Hours   Full Marks: 60

The figures in the margin indicate full marks.

GROUP-A

1.	Answer any *four* questions:	3×4 = 12
	(a) Define the term merchandise mix.	3
	(b) Explain the role of the category captain.	3
	(c) Define the term 'product personality'.	3
	(d) What do you mean by the term product levels?	3
	(e) Explain the concept of PLC.	3
	(f) What is fad merchandise?	3

GROUP-B

2.	Answer any *four* questions from the following:	6×4 = 24
	(a) Discuss the factors that are taken into consideration while buying.	6
	(b) Discuss the evolution of merchandising.	6
	(c) Differentiate between shopping goods and speciality goods.	6
	(d) Explain the role of merchandise budget and the effect of constraining factors.	6
	(e) State the classifications of products.	6
	(f) Explain the key roles in merchandising.	6

GROUP-C

3.	Answer any *two* questions:	12×2 = 24
	(a) What do you mean by the term product mix? State the factors that affect product mix.	12
	(b) What are Kotler's five product levels? Why this model is important? Explain.	6+6
	(c) What do you mean by category management? Explain the reason for the emergence of category management.	4+8
	(d) What do you mean by merchandise planning? Discuss the process of merchandise planning.	4+8

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