



UNIVERSITY OF NORTH BENGAL
B.VOC. Programme 4th Semester Examination, 2021

DSC4.1-RETAIL MANAGEMENT

RETAIL MERCHANDISE MANAGEMENT

Full Marks: 60

ASSIGNMENT

The figures in the margin indicate full marks.

Answer any two of the following assignments

30×2 = 60

1. (a) Define Product Mix. Explain the various types of products. Narrate how the marketing mix strategies vary with the stages Product Life Cycles. 6+6+8
- (b) Write short notes on the following topics 5+5
(i) Merchandise Procurement, (ii) Merchandise Mix.
2. (a) Explain the concept of merchandising? What are the various processes of merchandising? Explain the role of merchandiser in a retail business. 6+6+8
- (b) Define the buying process of the consumers. What are the various types of buying decision? 10
3. (a) What are the various components of Category Management? Explain the role of Category Captain in retail organisation? 15
- (b) What is Merchandise Planning? Explain the various steps in Merchandise Planning. 15

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