



'সমানো মনঃ সমিতি: সমানী'

**UNIVERSITY OF NORTH BENGAL**  
B.VOC. Programme 4th Semester Examination, 2022

**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) What is the difference between Fad Merchandise and Fashion Merchandise?
  - (b) Explain the implication of merchandise plan in the Finance Department.
  - (c) What is cooperative buying?
  - (d) What is the basic reason behind the evolution of merchandising?
  - (e) Write three responsibilities of a buyer.
  - (f) Explain top-down and bottom-up merchandise plans.

**GROUP-B**

2. Answer any *four* questions: 6×4 = 24
- (a) Infer the principles of merchandising.
  - (b) Explain the concept of product life cycle.
  - (c) Explain the sources of supply in merchandising.
  - (d) What are the factors to be taken into consideration while buying?
  - (e) Briefly classify a product.
  - (f) Explain the process of merchandise planning.

**GROUP-C**

3. Answer any *two* questions: 12×2 = 24
- (a) Define product. What are the three drivers that induce customers to attach value to a product? Explain product levels as advocated by Philip Kotler.
  - (b) “Goods well bought are half sold”, in light of the statement, explain the concept of merchandising. What are the key roles and responsibilities of a merchandiser?
  - (c) Define the concept of category management. What are the reasons for the emergence of category management? Classify the components of category management.
  - (d) Explain the different types of merchandise. State the elements of merchandise mix with examples. What is Merchandise Hierarchy?

—×—