

PARUL UNIVERSITY
FACULTY OF DESIGN
B.Des., Summer 2021 - 22 Examination

Semester: 6TH SEMESTER B.DES PROGRAMME

Date: 14/03/2022

Subject Code: 18104382

Time: 10:30 am to 12:30 am

Subject Name: PRODUCT MERCHANDISING

Total Marks: 40

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1	A) Do as directed. (1 mark for each item) (Objective type questions - For example MCQ, Fill in the blanks, True or False, Finding errors, Match the following, Cloze test, etc...)	(20)
	<p>1.</p> <p>What is the fundamental difference between buying and merchandising?</p> <p><input type="radio"/> Buying includes product purchases but not their sale, while merchandising includes the broad range of activities involved in buying and selling goods and services.</p> <p><input type="radio"/> Buying responsibility is in the main store, while responsibility for merchandising is in the branches.</p> <p><input type="radio"/> Buying responsibility is a line function, while merchandising responsibility is a staff function.</p> <p><input type="radio"/> Buying responsibility is a staff function, while merchandising is a line function.</p>	
	<p>2.</p> <p>A major advantage of a merchandising philosophy is that:</p> <p><input type="radio"/> responsibility and authority are clear</p> <p><input type="radio"/> morale of in-store personnel increases</p> <p><input type="radio"/> it fosters the development of specialists</p> <p><input type="radio"/> it recognizes that buyers may not be effective supervisors</p>	
	<p>3.</p> <p>Which of the following is a type of scrambled merchandising?</p> <p><input type="radio"/> cross-merchandising</p> <p><input type="radio"/> micro-merchandising</p> <p><input type="radio"/> category management</p> <p><input type="radio"/> direct product profitability</p>	
	<p>4.</p> <p>The same personnel handle both merchandising and other retail tasks in which buying organization?</p> <p><input type="radio"/> centralized</p> <p><input type="radio"/> decentralized</p> <p><input type="radio"/> informal</p>	

	<input type="radio"/> formal	
5.	<p>Which of the following is not an advantage of a formal buying organization?</p> <ul style="list-style-type: none"> <input type="radio"/> well-defined responsibilities <input type="radio"/> the use of full-time, specialized merchandisers <input type="radio"/> low costs <input type="radio"/> well-defined authority 	
6.	<p>Which type of buying organization is characterized by adaptability to local market conditions, little staff support, and some loss of volume discounts?</p> <ul style="list-style-type: none"> <input type="radio"/> informal <input type="radio"/> formal <input type="radio"/> cooperative <input type="radio"/> decentralized 	
7.	<p>Which type of buying organization is most commonly used by small or medium-sized retailers or by retailers that are located far from their supply sources?</p> <ul style="list-style-type: none"> <input type="radio"/> a resident buying office <input type="radio"/> a decentralized organization <input type="radio"/> an inside organization <input type="radio"/> an outside organization 	
8.	<p>Items such as milk, bread, and canned soup are examples of:</p> <ul style="list-style-type: none"> <input type="radio"/> staple merchandise <input type="radio"/> fashion merchandise <input type="radio"/> seasonal merchandise <input type="radio"/> fads 	
9.	<p>Products that have cyclical sales due to changing tastes and lifestyles are:</p> <ul style="list-style-type: none"> <input type="radio"/> assortment merchandise <input type="radio"/> fashion merchandise <input type="radio"/> fad merchandise <input type="radio"/> nostalgic merchandise 	
10.		

	<p>A high level of sales is generated for a relatively short time with:</p> <ul style="list-style-type: none"> <input type="radio"/> seasonal merchandise <input type="radio"/> fad merchandise <input type="radio"/> fashion merchandise <input type="radio"/> nostalgic merchandise 	
11.	<p>A fashion that is first accepted by upscale consumers and undergoes changes in its basic form before it is sold to the general public reflects a:</p> <ul style="list-style-type: none"> <input type="radio"/> horizontal trend <input type="radio"/> vertical trend <input type="radio"/> horizontal life cycle <input type="radio"/> vertical life cycle 	
12.	<p>The number of distinct goods/service categories a retailer carries is referred to as the:</p> <ul style="list-style-type: none"> <input type="radio"/> consistency of the product mix <input type="radio"/> product life cycle <input type="radio"/> depth of assortment <input type="radio"/> width of assortment 	
13.	<p>A retailer seeking to offer one-stop shopping and to generate customer loyalty would follow which of the following retail assortment strategies?</p> <ul style="list-style-type: none"> <input type="radio"/> wide and deep <input type="radio"/> wide and shallow <input type="radio"/> narrow and deep <input type="radio"/> narrow and shallow 	
14.	<p>Private (dealer) brands:</p> <ul style="list-style-type: none"> <input type="radio"/> are produced and controlled by manufacturers <input type="radio"/> are more expensive for consumers <input type="radio"/> are supported by manufacturer advertising <input type="radio"/> contain the wholesaler's or retailer's name 	
15.		

	<p>Which brands receive secondary shelf locations, have little or no promotional support, and are stocked in limited assortments?</p> <ul style="list-style-type: none"><input type="radio"/> manufactured brands<input type="radio"/> private brands<input type="radio"/> generic brands<input type="radio"/> cooperative labels	
16.	<p>The competition for shelf space between manufacturers and retailers is referred to as:</p> <ul style="list-style-type: none"><input type="radio"/> slotting fees<input type="radio"/> channel cooperation<input type="radio"/> the battle of the brands<input type="radio"/> administered channel conflict	
17	<p>Products are arranged into strategic business units to better meet consumer needs and to achieve sales and profit goals in:</p> <ul style="list-style-type: none"><input type="radio"/> category management<input type="radio"/> direct product profitability<input type="radio"/> retail auditing<input type="radio"/> merchandising	
18	<p>Which of the following measures is similar to inventory turnover?</p> <ul style="list-style-type: none"><input type="radio"/> cash flow<input type="radio"/> gross margin return on inventory (GMROI)<input type="radio"/> days' supply<input type="radio"/> direct product profitability (DPP)	
19	<p>An item's gross profit less its direct retailing costs equals its:</p> <ul style="list-style-type: none"><input type="radio"/> gross margin<input type="radio"/> gross margin return on inventory (GMROI)<input type="radio"/> net profit<input type="radio"/> direct product profitability (DPP)	
20	<p>Which of the following is not a type of merchandising software?</p> <ul style="list-style-type: none"><input type="radio"/> forecasting software<input type="radio"/> predicting software	

	<input type="radio"/> innovativeness software <input type="radio"/> allocation software	
Q.2	Answer the following question in brief	(5)
	1. What is the product merchandising?	
Q.3	Answer the following question in brief	(5)
	Is food a merchandise?	
Q.4	Answer the following question in brief .	(5)
	What is merchandise export?	
Q.5	Answer the following question in brief .	(5)
	What are the 5 types of merchandising?	