



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS/MMA/SEM-3/MMA(RM)-308/2011-12**

**2011**

**MERCHANDISING & CHANNEL MANAGEMENT**

Time Allotted : 3 Hours

Full Marks : 70

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

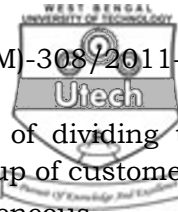
**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for any *ten* of the following :  
 $10 \times 1 = 10$
- i) Keeps track of the merchandise flows while they are occurring so buyers don't spend too much or too little in
    - a) Category system
    - b) Assortment Plan
    - c) Category Management
    - d) Open-to-Buy system.
  - ii) Which analysis utilizes the general 80-20 principle that implies that approximately 80 per cent of a retailer's sales or profits come from 20 per cent of the products ?
    - a) Multi-Attribute analysis
    - b) ABC analysis
    - c) Sell-through analysis
    - d) Gross margin analysis.



- iii) An assortment of items that the customer sees as reasonable substitutes for each other is called
  - a) Variety
  - b) Assortment
  - c) Category
  - d) Buffer.
- iv) Merchandise comes in from one side of the warehouse and loaded by trucks on other side to go to the store in
  - a) Traditional Distribution Centre
  - b) Supply Distribution Centre
  - c) Cross Docking Distribution Centre
  - d) Logistics Distribution Centre.
- v) Inventory whose sales fluctuate dramatically according to the time of year is
  - a) Category merchandise
  - b) Seasonality merchandise
  - c) Fad merchandise
  - d) Staple merchandise.
- vi) Ralph Lauren sells Polo products through department stores as well as in its own speciality shops. The designer uses ..... as a channel strategy.
  - a) channel extension
  - b) intermediary exclusion
  - c) dual distribution
  - d) channel diversification.
- vii) What is a major source of channel conflict ?
  - a) The degree of power
  - b) Role expectations
  - c) Loss of integration
  - d) Determination of possession.
- viii) Retail marketers are required to recognize the three stages of market segmentation. They are
  - a) Segmenting, Branding & Positioning
  - b) Segmenting, Targeting & Positioning
  - c) Pricing, Branding & Targeting
  - d) Selling, Pricing & Targeting.



- ix) Market segmentation is the processes of dividing the ..... total market into small group of customers.
- a) heterogeneous                      b) homogeneous  
c) substantial                          d) all of these.
- x) A retailer must decide a product market dimension for segmenting the
- a) buyer                                  b) market  
c) seller                                  d) all of these.
- xi) Strong retailers have a shaper definition of their ..... identity.
- a) Market                                b) Customer  
c) Brand                                  d) Target.
- xii) A zero level channel is called
- a) direct marketing channel  
b) indirect marketing channel  
c) customer marketing channel  
d) industrial marketing channel.

### GROUP – B

#### ( Short Answer Type Questions )

Answer any *three* of the following.                      3 × 5 = 15

2. Discuss the elements of a store brand.
3. Differentiate between Intensive, Selective and Exclusive distribution systems with examples.
4. List the capabilities needed to be an effective multi-channel retailer.
5. Being a channel member, what functions should you perform for the benefit of the manufacturer ?
6. "In managing its intermediaries, the firm must decide how much effort to devote to push versus pull marketing." Illustrate the statement.



**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. a) What is Category Management ? What are its advantages ?  
b) What is the significance of branding in retail ?  
c) Explain the theory of merchandise buying behaviour with the help of a suitable flow diagram.  $4 + 3 + 8$
8. a) What are the factors that influence marketing channel strategies ?  
b) Discuss the different steps involved in retail buying and merchandising strategy.  
c) What do you mean by —  
i) model stock plan ?  
ii) assortment planning ?  $4 + 6 + 5$
9. There are three types of intermediaries. Being an automobile retailer, which one would you select, and why ? Elaborate your answer.
10. a) Being a successful businessman, what steps would you follow in designing a marketing channel system ?  
b) Discuss the meaning of the terms 'channel conflict', 'cooperation' and 'competition'.  $7 + 8$
11. Write short notes on any *three* of the following :  $3 \times 5$   
a) Merchandise budget plan  
b) Factors affecting retail pricing  
c) Ethical issues involved in buying merchandise  
d) Strategic Retail Planning  
e) Breadth, depth and consistency of merchandise line.

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