

Register No.:

**358**

**April 2024**

*Time – Three hours  
(Maximum Marks: 100)*

- [N.B.*
1. Answer all questions under Part-A. Each question carries 3 marks.
  2. Answer all the questions either (A) or (B) in Part-B. Each question carries 14 marks.]

**PART – A**

1. Who is buyer?
2. What is the importance of sample in export market?
3. What do you mean by CMT order?
4. What are the elements of six month plan?
5. What is discounter?
6. What is non-store retailing?
7. What is mark-up?
8. Compare price and cost.
9. What is broadcast advertisement?
10. What is known as distribution channel?

PART – B

11. (a) Explain the role of merchandiser in export manufacturing unit.  
(Or)  
(b) Explain about buying offices and seasonal exports.
12. (a) Explain about merchandising calendar and scheduling.  
(Or)  
(b) Write notes on:  
(i) Requirements of purchase order  
(ii) Buyer seller meet
13. (a) Explain the principles of visual merchandising.  
(Or)  
(b) What is Retail Merchandising? Explain its types.
14. (a) Explain the steps involved in costing of full sleeve shirt and calculate the FOB cost.  
(Or)  
(b) Explain about the components of costing.
15. (a) Explain the merits and demerits of radio advertising.  
(Or)  
(b) Explain the merits and demerits of magazine advertising.

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