

**MASTER OF BUSINESS
ADMINISTRATION RETAIL SERVICES
(MBARS)**

Term-End Examination

December, 2013

MRS-022 : CATEGORY MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Answers any five questions. All question carry equal marks.

1. Explain the difference between OTB and a merchandise plan. Also explain the importance of OTB and merchandise plan. 12+8=20
2. Explain the process of merchandise planning. Show the calculation of BOM, EOM with a suitable example. 20x1=20
3. Explain the concept of ROT with a suitable numerical example. Discuss its relevance and steps involved in calculation. 20x1=20
4. (a) Sales feedback and its importance explain.
(b) Mark down and its importance. 10x2=20
5. As a category manager define the process to asses branding and develop different methods of analysing, space potential of that location. 20x1=20

6. Explain the importance of sales window. How to calculate sales window give suitable example? 10+10=20
7. Explain the 8 step process of category management and its importance. 20x1=20
8. Write short notes on **any four** : 5x4=20
- (a) Destination categories.
 - (b) Consumer buying behaviour.
 - (c) Product life cycle.
 - (d) Pricing.
 - (e) Bar codes.
 - (f) Simplex method.
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