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**ADVANCED DIPLOMA IN RETAILING / BBA
IN RETAILING**

Term-End Examination

June, 2016

BRL-010 : BUYING AND MERCHANDISING - II

Time : 2 hours

Maximum Marks : 50

Note : (i) *Answer any five questions.*

(ii) *All questions carry equal marks.*

1. Define Merchandising. Discuss the key elements of Merchandising. **2+8**
2. What do you understand by the term 'Operating Profit' ? How is it computed ? Explain with the help of a suitable example. **4+6**
3. Explain Retail Method of Inventory Valuation (RMI) and state the various steps involved under this method. **2+8**
4. Write notes on **any two** of the following : **5+5**
 - (a) Stock turnover
 - (b) Basic stock method
 - (c) Week's supply method
5. Differentiate between product development and product sourcing. What are the advantages of product development ? **4+6**

6. Explain the concepts of 'sales per transaction' and 'sales per employee' with the help of examples. **5+5**
7. What do you understand by Gross Margin Return On Inventory (GMROI) ? Explain with the help of an example and distinguish it from Net Return On Inventory (NROI). **3+3+4**
8. Discuss the buying and merchandising strategies of Big Bazaar. **10**
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