

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES)
(BBARS)**

Term-End Examination

December, 2012

BRS-012 : CATEGORY MANAGEMENT

Time : 2 hours

Maximum Marks : 50

Note : Answer any five all question carry equal marks.

1. What do you understand by sale window ? How the sale window is determined ? **1x10=10**

2. What do you understand by category management ? Define categories and roles in category management. **1x10=10**

3. What are different characteristics and effects of life cycle stages on categories ? **1x10=10**

4. (a) What is the effect returned quantity on sell through ratio and sales to stock ratio ? **1x5=5**
(b) Define sell through and sales to stock ratio. **1x5=5**

5. Define mark up and mark down and its implication on category management. **1x10=10**

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6. What do you understand by merchandise planning & product planning chart ? **1x10=10**
7. Explain the process of classifying and gathering data and its importance. **1x10=10**
8. Define *any two* : **2x5=10**
- (a) OTB (open to buy)
 - (b) Rate of Sale
 - (c) Pricing
 - (d) Sales per square foot
 - (e) Gross margin per employee
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