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

**Term-End Examination**

**December, 2012**

**MRS-022 : CATEGORY MANAGEMENT**

*Time : 2 hours*

*Maximum Marks : 50*

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*Note : Answer **any five** questions. All questions carry **equal** marks.*

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1. Explain the significance of sales to stock ratio and sell through. Also explain the relationship between them. **6+4=10**
  
2. (a) What is a sales curve ? What are its salient features ? **5**  
(b) What do you understand by unit planning and how it is important in process of replenishment ? **5**
  
3. (a) State different sources and uses of data collection in category management. **5**  
(b) What do you understand product life cycle and how it is related to category management ? **5**

4. What do you understand by consumer buying behaviour and its relationship with category management ? What are the factor involved ? 10
5. Explain the process of pricing and different strategies used by retailer. 10
6. What do you understand by merchandise plan ? Explain the process of merchandise planning. 10
7. Explain the following terms (*any four*) 2.5x4=10
- (a) Destination Categories
  - (b) Convenience Categories
  - (c) Occasional/Seasonal Categories
  - (d) Preferred categories
  - (e) ROI
  - (f) Barcodes
8. Explain the process of visual merchandising. 10
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