

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

**Term-End Examination**

**December, 2014**

**BRL-010 : BUYING AND MERCHANDISING - II**

*Time : 2 hours*

*Maximum Marks : 50*

*Note : Answer any five questions.*

1. Define merchandising. Describe the steps 2+8  
involved in the process of merchandising.
2. What do you mean by operating expenses ? 2+8  
Distinguish between direct and indirect expenses.  
Give their examples in relation to a departmental  
retail store.
3. "Mark-up is an important tool for the retail 10  
business." Elaborate on the statement and explain  
the two methods of mark-up calculation.
4. What is meant by the inventory at the front 2+8  
level ? Describe the two methods of determining  
inventory on the retail floor.
5. Explain the 'open-to-buy' system and state its  
advantages. Also show how is it calculated ? 2+6+2
6. Explain the concept of product development and  
state its advantages and disadvantages. 2+4+4

7. "The organised retail has miles to go in India." 10  
Elaborate on the statement giving suitable examples.
8. Write short notes on **any two** of the following : 5+5
- (a) Pricing in retail
  - (b) Store development index
  - (c) SPF as a planning measure
  - (d) Sales curves
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