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BBA IN RETAILING
Term-End Examination
December, 2015

BRL-006 : BUYING AND MERCHANDISING - 1

Time : 2 hours

Maximum Marks : 50

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- Note :** (i) *Answer any five questions.*
(ii) *All questions carry equal marks.*
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1. Outline the buying organization of a retail store 5+5
and the major principles of buying.
2. What is meant by open-to-buy ? Why is it 5+5
considered most appropriate for fashion
merchandise ?
3. What is meant by sales forecasting ? Explain 2+8
briefly various factors that affect it.
4. "Setting sales objectives requires greatest skills and 10
judgement." Elaborate.
5. Suppose you are the manager of the buying 10
organization of a retail store. Describe what
criteria you would look for while making vendor
selection.
6. What is meant by inventory ? Explain how 4+6
inventory turnover is calculated.

7. Distinguish between : 5+5
- (a) Direct expenses and indirect expenses.
 - (b) Prestige pricing and psychological pricing.
8. Write short notes on **any two** of the following : 5+5
- (a) Merchandise mix
 - (b) Category captain
 - (c) Gross Margin Return On Inventory Investment (GMROI)
 - (d) Category life cycle
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