

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

Term-End Examination

December, 2015

00385

BRL-010 : BUYING AND MERCHANDISING - II

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions.

1. What is meant by process of merchandising ? 2+8
Analyse its different steps.
2. Analyse recent trends in the supply chain and buying behaviour of retailers, giving suitable examples. 10
3. "Mark up is an important tool in the retail business". Elaborate, and explain how mark up based on cost price is computed ? 5+5
4. Highlight the difference between inventory at the front level and inventory at back end. How are they determined ? 5+5
5. What is meant by merchandise plan ? Describe different factors taken into account while determining sales target for the current period. 2+8
6. What is meant by range planning ? Explain the concept of range planning framework. 2+8

7. Define visual merchandising. Highlight its importance in a retail store. 2+8
8. Write short notes on **any two** of the following : 5+5
- (a) Unit planning
 - (b) Product development
 - (c) Space efficiency
 - (d) Merchandising Performance Parameters.
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