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

Term-End Examination

December, 2017

BRL-010 : BUYING AND MERCHANDISING - II

Time : 2 hours

Maximum Marks : 50

Note : (i) Answer any five questions.

(ii) All questions carry equal marks.

1. Define Merchandising. Discuss the process of Merchandising. **2+8**
2. What do you mean by the term 'operating profit' ? Explain with the help of a hypothetical example as to how it is worked out. **3+7**
3. Explain the concepts of : **3,3,4**
 - (a) Every day low pricing,
 - (b) Leader pricing and
 - (c) Premium pricing
4. What do you understand by 'mark downs' ? Explain the reasons for taking markdown actions. **4+6**
5. What do you mean by a merchandise plan ? Draw a format to prepare the merchandise purchase plan. **4+6**

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6. Write notes on **any two** of the following : 5+5
- (a) Key elements of the sales feedback
 - (b) Online Inventory
 - (c) Re-order Quantities
7. What do you understand by 'product development' ? Explain the advantages and disadvantages thereof. 2,4,4
8. What are the various parameters of performance at the store level ? Explain any two of these in detail. 2+4+4
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