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

Term-End Examination

December, 2018

BRL-010 : BUYING AND MERCHANDISING - II

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions.

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1. Explain the objectives of Buying process. 10
 2. Write short notes on the following : 3+4+3
 - (a) Gross profit
 - (b) Direct and Indirect Expenses
 - (c) Contribution
 3. Explain the concept of 'maintained markup' and its use with examples. 3+7
 4. What are the methods used for determining the inventory at the front level ? Explain them with examples. 10
 5. Explain the range planning framework with examples. 10
 6. Explain the concept of visual merchandising and the various methods of merchandise display. 2+8
 7. Discuss the uses of sales curve with examples. 10
 8. Explain the buying and merchandising process at Shoppers Stop. 10
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