

**BBA IN RETAILING**  
**Term-End Examination**  
**December, 2018**

**BRL-006 : BUYING AND MERCHANDISING - 1**

*Time : 2 hours*

*Maximum Marks : 50*

- 
- Note :** (i) *Attempt any five questions.*  
(ii) *All questions carry equal marks.*
- 

1. What is 'merchandising' ? Discuss the basic principles of merchandising. **2+8**
2. Describe the merchandise buying system in a retail store. Explain the principles of buying. **5+5**
3. What is 'GMROI' ? How would you calculate 'GMROI', using a suitable example. **3+7**
4. Explain the laws of price sensitivity. **10**
5. What is meant by assortment planning ? Describe different factors for assortment planning. **2+8**
6. Describe the characteristics of a good brand. Discuss the benefits of global branding. **6+4**

7. Distinguish between : 5+5  
(a) Fashion and Seasonal merchandise.  
(b) Penetration pricing and Premium pricing.
8. Write short notes on **any two** of the following : 5+5  
(a) Inventory management  
(b) Groceries store  
(c) Stock Turnover  
(d) Indirect expenses
-