

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

Term-End Examination

December, 2022

BRL-010 : BUYING AND MERCHANDISING-II

Time : 2 hours

Maximum Marks : 50

Note : Answer any **five** questions.

1. What is the role of Merchandiser in Retail Business ? Explain. 10

2. Briefly Explain the following :
 - (a) Speciality Products 5
 - (b) Unsought goods 5

3. Explain the Sheth model of Retailer Buying Behaviour. 10

4. A retail business has an annual sales value of ₹ 1,00,000. Operating expenses ₹ 30,000 (30% of sales) and profit before tax is ₹ 10,000 (10% of sales). Calculate the gross margin % value. 10

- 5.** Define the terms Direct and Indirect Expenses.
List the various components of Direct and Indirect Expenses. 2+8
- 6.** Explain the following with appropriate formula : 5+5
- (a) Initial Markup
 - (b) Maintained Markup
- 7.** Briefly explain the following : 5+5
- (a) Cost method of Inventory Valuation
 - (b) Turnover Ratio method for determining the inventory at front level
- 8.** Write notes on the following : 5+5
- (a) Internal factors that affect the planning of sales for the current period
 - (b) Advantages of Product Sourcing
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