

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES)
(BBARS)**

Term-End Examination

June, 2013

BRS-012 : CATEGORY MANAGEMENT

Time : 2 hours

Maximum Marks : 50

Note : All questions carry equal marks. Answer any five.

1. Define category management and process of category division. 10x1=10
2. What are marketing strategy during the declining market for product categories ? 10x1=10
3. What do you understand by visual merchandising and range planning ? 10x1=10
4. Product life cycle in category management. Explain. 10x1=10
5. Explain consumer buying behaviour and its relationship with category management. 10x1=10
6. What are promotional schemes ? And how it is planned and executed ? 10x1=10

7. What do you understand by pricing ? Explain different types of pricing. $10 \times 1 = 10$

8. Explain *any two* : $2 \times 5 = 10$

- (a) Product Planning chart
 - (b) SWOT analysis
 - (c) Mark down
 - (d) Sales feed back
 - (e) Market
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