

01085

BBA IN RETAILING
Term-End Examination
June, 2014

BRL-006 : BUYING AND MERCHANDISING - 1

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions.

1. Define merchandising strategy. Describe the areas influenced by the merchandising strategy. **2+8**
2. "Brand management is an art of creating and sustaining the brand". Elaborate. **10**
3. Explain the concept of budget planning. Discuss various steps involved in the process of budget planning. **2+8**
4. Identify the components of merchandise planning. Explain the key factors that help in taking appropriate decisions in respect of setting stock level. **2+8**
5. Discuss various factors that affect retail pricing. **10**

6. Explain assortment planning. Outline the factors that influence it. 5+5
7. Distinguish between : 5+5
- (a) Global brand and Local brand
 - (b) Mark - up and Mark - down
8. Write short notes on **any two** of the following : 5+5
- (a) Category captain
 - (b) Open - to - buy
 - (c) Pricing strategy
 - (d) Assortment width planning
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