

00316

BBA IN RETAILING
Term-End Examination
June, 2017

BRL-006 : BUYING AND MERCHANDISING - 1

Time : 2 hours

Maximum Marks : 50

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- Note :* (i) *Answer any five questions.*
(ii) *All questions carry equal marks.*
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1. What do you mean by merchandising? Explain 2+8
the various principles thereof.
2. Outline the concept of buying system in a retail 4, 6
store. Describe the various steps involved in the
buying system for fashion and staple merchandise.
3. Explain the steps involved in budget planning. 10
4. State the Do's and Don'ts of sales forecasting. 10
5. Explain the importance of Pricing in retail and 2+8
the various factors that affect it.

6. "Vendor selection is a key factor in retail business." Elaborate and state various steps involved therein. 2+8
7. Distinguish between : 4, 6
- (a) Variety and Assortment as buying principles
 - (b) Break-even Pricing and Mark-up Pricing
8. Write short notes on **any two** of the following : 5+5
- (a) CMROI
 - (b) Open - to - buy
 - (c) Category captain
 - (d) Global Brand
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