

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

**Term-End Examination**

**June, 2017**

**BRL-010 : BUYING AND MERCHANDISING - II**

*Time : 2 hours*

*Maximum Marks : 50*

*Note : (i) Answer any five questions.*

*(ii) All questions carry equal marks.*

1. What is organisational buying ? Discuss Sheth's 2+8  
model of Retailer Buying behaviour.
2. Differentiate between : 5+5  
(a) Gross Margin and Operating Profit  
(b) Direct and Indirect Expenses
3. What do you understand by markup ? Explain 2+8  
with the help of suitable examples as to how  
markup on cost price and markup based on retail  
price are calculated.
4. Discuss the various factors affecting Retail 10  
Pricing.
5. What do you understand by Retail Method of 3+7  
Inventory valuation (RMI) ? State the various  
steps involved therein.

6. What do you mean by stock turnover ? Discuss its advantages and disadvantages. 3+7
  7. What do you mean by "Range Planning" ? Explain the important features of range planning framework. 2+8
  8. Explain the concept of 'Visual Merchandising' and state the various aspects covered in Visual Merchandising plan of a store. 2+8
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