

00645

BBA IN RETAILING
Term-End Examination
June, 2018

BRL-006 : BUYING AND MERCHANDISING - 1

Time : 2 hours

Maximum Marks : 50

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- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
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1. Define merchandising strategy. Discuss its major components. **2+8**
2. What is meant by brand ? Explain the process of brand management. **2+8**
3. Explain the concept of category management. Describe the steps involved in it. **2+8**
4. Describe the importance of sales forecasting. Discuss the major factors that affect sales forecasting. **2+8**
5. Explain the major methods of pricing in retailing, highlighting their suitability. **10**
6. Discuss, in detail, the process of vendor selection. **10**

7. Distinguish between : 5+5
- (a) Variety and assortment
 - (b) Break-even pricing and mark-up pricing
8. Write short notes on any two of the following : 5+5
- (a) 'Open to buy'
 - (b) Category-life-cycle
 - (c) Stock-to-sales ratio
 - (d) Price sensitivity
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