

00165 **ADVANCED DIPLOMA IN RETAILING / BBA
IN RETAILING**

Term-End Examination

June, 2018

BRL-010 : BUYING AND MERCHANDISING - II

Time : 2 hours

Maximum Marks : 50

Note : (i) Answer any five questions.

1. How is merchandising different from buying function ? Explain the various types of merchandise used by end consumers. **2+8**
2. Explain the role of merchandiser in Export Business with the help of suitable examples. **10**
3. (a) Clarify the concepts 'retail price' and 'mark up' with examples. **5+5**
(b) A retailer buys a men's shirt in ₹ 800 and sells it to consumer at ₹ 1,000. State the markup percentage on cost price and sales price ?
4. Explain the importance of 'mark down' in Retail and the reasons there of. **5+5**
5. Briefly explain the following : **4+3+3**
 - (a) Stock Turnover
 - (b) Weeks Supply Method
 - (c) Stock to Sales Ratio Method

6. What do you mean by 'Product development' and 'Product Sourcing' ? Explain the advantages and disadvantages of Product Sourcing. **4+6**
7. Explain **any two** of the following : **5+5**
- (a) Sales percentages - Comparative Analysis.
 - (b) Productivity measures - SPF.
 - (c) Sales per Employee.
8. Write note on Big Bazaar explaining its market environment, strategy and merchending process. **10**
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