

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

Term-End Examination

June, 2022

BRL-006 : BUYING AND MERCHANDISING – I

Time : 2 hours

Maximum Marks : 50

Note : Attempt any **five** questions. All questions carry equal marks.

1. What do you mean by merchandising strategy ?
Explain different steps involved in it. 2+8

2. “Brand management is the art of creating and sustaining the brand.” Elaborate with the help of examples. 10

3. What is category management ? Explain its key elements. 2+8

4. What is the importance of sales forecasting in the retail business ? Discuss the factors affecting sales forecasting. 2+8

5. Explain the concept of pricing in retail business.
Describe nine laws of price sensitivity. 2+8
6. Discuss briefly the process of vendor selection.
Explain the factors that should be taken into
account before making the selection. 5+5
7. Distinguish between the following : 5+5
- (a) Direct expenses and Indirect expenses
 - (b) Trade discount and Quantity discount
8. Write short notes on any **two** of the
following : 5+5
- (a) Open-to-Buy Management
 - (b) Groceries Store
 - (c) Category Life Cycle
 - (d) Stock Turn
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