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**BRL-006**

**ADVANCED DIPLOMA IN RETAILING/**

**B. B. A. IN RETAILING**

**Term-End Examination**

**June, 2023**

**BRL-006 : BUYING AND MERCHANDISING—I**

*Time : 2 Hours*

*Maximum Marks : 50*

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

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1. What is meant by Merchandise Management ?  
Describe principles of merchandising. 2+8
2. What are the key elements of category management ? Discuss eight-step cycle of category management. 3+7
3. What is Gross Margin Return on Inventory (GMROI) ? Explain the calculation of GMROI with hypothetical figures. 5+5

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4. Explain the basic rules that govern pricing. Discuss the factors that affect pricing decision. 5+5
5. Explain the necessity for assortment planning. What are its *three* drivers ? Discuss the factors affecting assortment planning. 2+4+4
6. Describe the vendor selection process in retail citing suitable examples. 10
7. Distinguish between the following : 5+5
  - (a) Volume discounts and Cash discounts
  - (b) Multiple pricing and Product line pricing
8. Write short notes on any *two* of the following : 5+5
  - (a) Price sensitivity
  - (b) Break-even pricing
  - (c) Brand extension
  - (d) Stock to sales ratio