

No. of Printed Pages : 2

BRL-010

B. B. A. IN RETAILING (BRL)
Term-End Examination
June, 2023

BRL-010 : BUYING AND MERCHANDISING-II

Time : 2 Hours

Maximum Marks : 50

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

1. What do you understand by the term 'merchandising' ? Discuss the role of a merchandiser in a retail business. 3+7
2. Discuss various methods of inventory valuation. 10
3. What are the methods of product presentation ? Discuss the layout in product presentation. 5+5
4. What are 'Performance Reports' ? Explain any *four* of these reports. 3+7
5. What is product sourcing ? How is it different from product development ? 3+7

P. T. O.

[2]

6. Discuss the term 'stock turnover' with the help of a suitable example. Mention its advantages.

6+4

7. Write short notes on any *two* of the following :

5+5

(a) Open to buy

(b) Reorder quantities

(c) Planning stocks on the floor

8. What are 'markdowns' ? How do they help in calculating discounts and reductions ?

3+7