

No. of Printed Pages : 2

BRL-107

**B. B. A. IN RETAILING
(BBARIL)**

Term-End Examination

June, 2024

BRL-107 : BUYING AND MERCHANDISING—I

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any **five** questions.*

(ii) *All questions carry equal marks.*

1. Explain the difference between retailing and merchandising. Discuss different steps followed in merchandising strategy. 8+12
2. What is meant by merchandise assortment ? Describe the process of merchandise assortment planning. 6+14
3. Discuss different stages and strategies for the category life cycle. 20
4. Define merchandise planning. Discuss its various components. 4+16

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[2]

5. Explain Break-even pricing and Mark-up pricing giving suitable examples. 20
6. Explain *four* phases of the selection of vendor. Also discuss different parameters for the evaluation of a vendor. 10+10
7. Explain the concept of brand. Giving appropriate examples, discuss the benefits of global branding. 4+16
8. Write short notes on any *two* of the following : 10+10
 - (a) Buying principles
 - (b) Setting sales objectives
 - (c) Skimming pricing
 - (d) Ambient brand