

BBA IN RETAILING
Term-End Examination

June, 2015

BRL-006 : BUYING AND MERCHANDISING - 1

Time : 2 hours

Maximum Marks : 50

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

1. "Merchandising is all about creating a congenial environment in the retail store." Elaborate. 10
2. What is meant by assortment planning ? Describe its different steps. 2+8
3. What do you mean by category management ? Explain briefly its 8 step cycle. 2+8
4. Explain the concept of setting stock objectives. Describe the key factors that help in taking appropriate decisions in this regard. 2+8
5. Describe nine laws that influence buyer's price sensitivity. 10
6. Describe briefly the process of vendor selection, and the factors influencing it. 5+5

7. Distinguish between : 5+5
- (a) Trade discount and quantity discount.
 - (b) Gross profit and net profit.
8. Write short notes on **any two** of the following : 5+5
- (a) Break-even pricing
 - (b) Multiple pricing
 - (c) Inventory management
 - (d) Global brand
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