

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

01510

Term-End Examination

June, 2015

BRL-010 : BUYING AND MERCHANDISING - II

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions.

1. Explain the roles played by a merchandiser in retail business. 10

2. Define organisational buying. Explain the factors that affect organisational buying. 2+8

3. What is meant by operating expenses ? State the expenses it covers and distinguish between direct and indirect expenses. 2+4+4

4. How is markdown helpful in boosting the sales ? How does it affect profitability ? 5+5

5. Explain the importance of planning stocks on the floor. Describe briefly the different methods of determining inventory on the floor. 2+8

6. (a) "Unit planning is another way of placing orders for the requirement of the merchandise." Describe. **5+5**
(b) Describe the format used to capture sales feedback.
7. What do you mean by core and fashion ranges? **2+8**
Taking suitable examples, explain the pyramid model for balancing core and fashion ranges in retail stores.
8. Write short notes on **any two** of the following : **5+5**
(a) Buying behaviour model
(b) Mark up
(c) Inventory valuation
(d) Use of sales curves
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