

00108

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES)  
(BBARS)**

**Term-End Examination  
December, 2011**

**BRS-012 : CATEGORY MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : Answer any five questions, all questions carry equal marks.*

1. What do you mean by a retail establishment ? List important functions that are performed by a retailer. Can you call the category management as the most important function ?
2. Is the purpose of category management to maximize profitability and minimize losses ? Briefly illustrate the process how category profitability calculated ?
3. Why is it important to obtain sales feedback ? What system of replenishment is employed by large departmental stores ?
4. What is the relationship between category management and consumer behavior ? How do social changes influence product demand ?

5. What do you mean by merchandise planning ? Why is it important for a store to develop a merchandise plan ? Briefly list the steps involved in the development of a merchandise plan.
  6. What parameters are used to assess the performance of a product category ? List all the important parameters and discuss their importance.
  7. Write short notes on *any two* of the following :
    - Uses of pivot tables
    - Sales to stock ratio
    - Unit planning method
    - Simplex method
  8. Briefly comment on the following :
    - Product planning
    - Sales promotions
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