00848

MASTER OF BUSINESS ADMINISTRATION (RETAIL)

Term-End Examination
December, 2011

MRS-022 : CATEGORY MANAGEMENT

Time : 3 hours　　　　　　　　　*Maximum Marks : 100*

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

1. What do you mean by the term "category" ?　**20**
   Describe a few categories in retailing.

2. Explain the process of classifying and collecting　**20**
   data. How the data is organised in the Register
   format ?

3. Write notes on following :　　　　　　　**20**

   (a) Sales to Stock Ratio

   (b) Determining the Sales Window

4. What do you mean by OTB plan ? How is it　**20**
   developed ? Use suitable examples.

5. What do you mean by "Sales feedback" ? Explain   **20**
   its various elements.

6. Explain the concept of "SWOT Analysis" for retail   **20**
   organisation with suitable examples.

7. What do know about "Simplex Programming   **20**
   Concept" ? Explain its usage for category
   management.

8. What is Visual Merchandising ? Explain the need   **20**
   and importance of VM in modern retailing.