

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

00183

**Term-End Examination**

**December, 2013**

**BRS-012 : CATEGORY MANAGEMENT**

*Time : 2 hours*

*Maximum Marks : 50*

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

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1. What are different strategies adopted by category managers to develop product categories ? Also list different marketing factors involved in it. 10
2. How does warehouse stocks and base stocks at store level is calculated ? Explain with a suitable example. 10
3. Prepare a merchandise plan for some important categories of a retail operation. And also develop complete merchandise planning chart. 10
4. What do you understand by category management ? Also explain how category management influences other functions in a retailing organisation ? 10

5. Explain the significance of a Product Planning Chart (PPC) with a suitable example. 10
6. What do you understand by return on investment ? Discuss, its relevance and steps involved in calculating ROI. Explain with a suitable examples. 10
7. Explain how the marketing mix differ in different stages of a product during product life cycles. 10
8. Write short notes on *any two* : 2x5=10
- (a) Simplex method
  - (b) Product life cycle
  - (c) Key elements of sales feedback
  - (d) Markdowns and importance
  - (e) Pricing
  - (f) Range planning
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