

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

00895

Term-End Examination

December, 2013

BRL-010 : BUYING AND MERCHANDISING - II

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions.

1. Explain the different steps involved in the process of merchandising. **10**
2. "Buyer plays a key role in the success of retail business". Amplify the statement highlighting the characteristics of a good buyer. **10**
3. What is meant by mark up ? Describe briefly different types of mark ups prevalent in the retail business. **2+8=10**
4. Explain the factors that affect retail pricing. How does mark down influence profitability ? **5+5=10**
5. What do you mean by merchandise plan ? Describe the basis for preparing merchandise plan for the current period. **2+8=10**

6. What is meant by range ? Explain various factors that are taken into account while indentifying range needs. 2+8=10
7. Explain the meaning of visual merchandising. How will you plan it for an apparel store ? 2+8=10
8. Write **short notes** on the following : 5+5=10
- (a) Stock to sales ratio
 - (b) Calculation of shortages
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