

**BBA IN RETAILING**

**Term-End Examination**

**December, 2013**

**BRL-006 : BUYING AND MERCHANDISING - 1**

*Time : 2 hours*

*Maximum Marks : 50*

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*Note : Answer any five questions.*

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1. Explain top down and bottom up planning processes of merchandise with the help of an appropriate pyramid. 10
2. Describe various steps involved in budget planning in retail business. 10
3. Explain how 'stock turn' and 'stock to sales ratio' are used in assessing the performance in a retail business. 10
4. Highlight the importance of Break-even pricing and mark up pricing in a retail business. 5+5
5. Explain the necessary steps involved in a successful assortment planning process. 10
6. Describe the process of vendor selection emphasizing the importance of each step involved. 10

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7. Explain any two of the following in the context of merchandising: 10
- (a) Buying principles
  - (b) Merchandise mix
  - (c) GMROI
8. Distinguish between : 5+5
- (a) Global brand and local brand
  - (b) Brand and Private Label
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