

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

Term-End Examination

00435

December, 2014

BRS-012 : CATEGORY MANAGEMENT

Time : 2 hours

Maximum Marks : 50

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

1. Explain product categories analysis using growth share matrix. Also discuss its importance. 20
2. Explain periodic replenishment system with a suitable example. 20
3. What do you understand by pricing ? Give examples of different types of pricing strategies. 20
4. Explain the process of merchandise planning. Consider any case as example while explaining the process. 20
5. Explain the importance of the following : 2×10=20
 - (a) Sales feedback
 - (b) ROI – Return on Investment

6. Explain the role of mark up and mark down in category management. How does it affect the pricing process? 20
7. How is category management related to consumer buying behaviour? Explain. 20
8. Write short notes on any **four** of the following: 4×5=20
- (a) Bar-codes
 - (b) Merchandise Plan
 - (c) Spare Planning
 - (d) Promotions
 - (e) SWOT
 - (f) Sales curve
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