

BBA IN RETAILING

Term-End Examination

December, 2016

01035

BRL-006 : BUYING AND MERCHANDISING - 1

Time : 2 hours

Maximum Marks : 50

Note : Attempt any five questions.

1. Define merchandising strategy. Explain different areas influenced by the merchandising strategy. **2+8**
2. "Brand management is an art of creating and sustaining the brand". Elaborate. **10**
3. Explain various components of category management 8 step cycle. **10**
4. What is meant by sales forecasting ? Explain the factors that are taken into account while making sales forecast. **2+8**
5. "A good supplier is a key part of your retail team". Highlighting the importance of this statement explain the factors which need to be considered while making vendor selection. **10**

6. (a) What is meant by inventory ? Discuss with examples. 4+6
- (b) "Controlling inventory turnover is the key to keeping ourshelves stocked". Justify the statement.
7. Distinguish between : 5+5
- (a) Mark - up plan and mark - down plan.
- (b) Direct expenses and indirect expenses with examples.
8. Write short notes on **any two** of the following : 5+5
- (a) Price index
- (b) Brand loyalty
- (c) Skimming pricing
- (d) Vendor evaluation parameters
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