

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

**Term-End Examination**

**December, 2016**

**BRL-010 : BUYING AND MERCHANDISING - II**

*Time : 2 hours*

*Maximum Marks : 50*

*Note : (i) Answer any five questions.*

*(ii) All questions carry equal marks.*

1. Discuss the role of Merchandising in Retail business. **10**
2. Write notes on **any two** of the following : **5+5**
  - (a) Characteristics of a buyer
  - (b) Direct and Indirect expenses
  - (c) Retail method of Inventory valuation
3. Explain the concept of mark-up and its importance in retail business. Also explain the method of calculating the mark up based on cost price. **5+5**
4. Explain the various factors affecting retail pricing. **10**

5. Explain the various components of Range Planning Framework. 10
  6. Define Visual Merchandising. Explain the various retail categories under which Visual Merchandising may be done. 2+8
  7. State the various, parameters that the buying team must keep constant watch on, and explain any two of these parameters. 2+8
  8. Describe the present scenario of the organised retail business in India. What are its future prospects ? 7+3
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