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BBA IN RETAILING
Term-End Examination
December, 2017

BRL-006 : BUYING AND MERCHANDISING - 1

Time : 2 hours

Maximum Marks : 50

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- Note :* (i) *Answer any five questions.*
(ii) *All questions carry equal marks.*
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1. "Merchandise management is a coordinated process of buying, sourcing and sales." Elaborate. 10
2. What do you mean by 'Category Management' ? Explain its 8 step cycle. 2+8
3. Explain the concept of 'category life cycle'. Discuss strategies adopted at its different stages. 2+8
4. What is meant by merchandise planning ? Explain its different components thereof. 2+8
5. Suppose you are the manager of a newly launched retail store in a metro town. How will you plan different pricing strategies to make your store popular ? 10
6. Explain the concept of brand. State the benefits of global branding. 2+8

7. Distinguish between : 5+5
- (a) Merchandise mix and Merchandise line
 - (b) Mark up and Mark down pricing
8. Write short notes on any two of the following : 5+5
- (a) Buying Merchandise Through Open To Buy
 - (b) Stock to sales ratio
 - (c) Assortment width planning
 - (d) Inventory planning
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