

No. of Printed Pages : 2

BRL-006

B. B. A. IN RETAILING

Term-End Examination

December, 2021

BRL-006 : BUYING AND MERCHANDISING—I

Time : 2 Hours

Maximum Marks : 50

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

1. What is meant by brand management ? Discuss the characteristics of brand. 5+5
2. Discuss special characteristic of a supermarket. 10
3. What is meant by category life cycle ? Discuss strategies for different stages of the category life cycle. 2+8
4. What do you mean by merchandise planning ? Discuss its various components. 2+8

[2]

5. With the help of suitable examples explain the concepts of break-even pricing and mark-up pricing. 5+5
6. What steps are involved in Vender Selection ? Discuss giving example. 10
7. Distinguish between of the following : 5 + 5
 - (a) Trade discount and quantity discount
 - (b) National Brands and Private Label Brands.
8. Write short notes on any **two** of the following : 5+5
 - (a) Category captain
 - (b) Open to buy
 - (c) Inventory management
 - (d) Stock to sales ratio

BRL-006

P. T. O.