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**BRL-010**

**BBA IN RETAILING**  
**Term-End Examination**  
**December, 2021**

**BRL-010 : BUYING AND MERCHANDISING***Time : 2 Hours**Maximum Marks : 50***Note :** (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. Explain the role of merchandiser in a retail business. 10
2. Write short notes on the following : 5+5
  - (a) Sheth's model on retailer buying behaviour
  - (b) Characteristics of a buyer
3. Discuss in detail the factors affecting pricing of merchandise in retail business. 10
4. Explain any **two** of the following methods of determining the inventory at the front level with suitable examples : 5+5
  - (a) Turnover Ratio
  - (b) Sales Cover Ratio
  - (c) Available Space

5. Explain in detail how the sales for the current period is planned with suitable examples. 10
6. Define visual merchandising. Discuss the ideal presentation standards in the retail store with suitable examples. 2+8
7. What do you mean by a sales curve ? Calculate Category Development Index (CDI), Brand/Store Development Index BDI/SDI from the following data : 2+8

Area	Estimated sales of category (₹)	Population (in '000)	Brand or store sales (₹)
National	1,00,000	10,000	20,000
Region A	40,000	3,000	5,000
Region B	30,000	2,000	2,000
Region C	20,000	2,500	4,000

8. Write a detailed note on food and grocery scenario in Indian retail market with suitable real life examples. 10

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