

No. of Printed Pages : 2

**BRL-006**

**ADVANCED DIPLOMA IN RETAILING/**

**B. B. A. IN RETAILING**

**Term-End Examination**

**December, 2022**

**BRL-006 : BUYING AND MERCHANDISING—I**

*Time : 2 Hours*

*Maximum Marks : 50*

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

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1. “Right quantity of right merchandise in the right place at the right time.” Elaborate this statement with the help of examples. 10
2. Explain eight steps cycle of category management. 10
3. What is meant by sales forecasting ? Describe do’s and dont’s in sales forecasting. 2+8
4. Describe the key factors that help in taking appropriate decisions in setting stock objectives. 10

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5. Discuss any *four* pricing methods highlighting their importance in the retail business. 10
6. Why is assortment planning necessary ? Discuss different commercial factors that affect assortment planning. 2+8
7. Distinguish between the following : 5+5
  - (a) Competitive pricing and Prestige pricing
  - (b) Gross profit and Net profit
8. Write short notes on any *two* of the following : 5+5
  - (a) Brand identity
  - (b) Private labels
  - (c) Category captain
  - (d) Mark-up pricing

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