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BRL-006

B. B. A. IN RETAILING/ADVANCE

DIPLOMA IN RETAILING

Term-End Examination

December, 2023

BRL-006 : BUYING AND MERCHANDISING—I

Time : 2 Hours

Maximum Marks : 50

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

1. Explain the top down and bottom up merchandise planning processes with the help of a suitable diagram. 10
2. Describe briefly different components of the buying and merchandise management. 10
3. Discuss various steps involved in the budget planning. 10
4. Explain the process of setting stock objectives.

10

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5. Explain the importance of sales forecasting.
Discuss the factors affecting sales forecasting.

10

6. Discuss the factors influencing vendor selections.

10

7. Distinguish between the following : 5+5

(a) Break-even pricing and markup pricing

(b) Skimming pricing and penetration pricing

8. Write short notes on any *two* of the following :

5+5

(a) Merchandise mix

(b) Category captain

(c) Assortment width planning

(d) Inventory

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