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BRL-10

B. B. A. IN RETAILING (BBA)

Term-End Examination

December, 2023

BRL-10 : BUYING AND MERCHANDISING-II

Time : 2 Hours

Maximum Marks : 50

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. Explain 'Range Planning'. Mention its various components of its framework. 4+6
2. What is 'Mark up' ? Calculate a mark-up on cost price using assumed numbers as an example. 3+7
3. What is 'visual merchandising' ? Discuss various product categories and methods where it can be implemented. 3+7
4. Explain the term 'Organisational Buying Behaviour'. Mention its characteristics and relevance in the present retail scenario. 3+7

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5. (a) A product is bought by the retailer for ₹ 750 and he sells it to a customer for ₹ 1,000. Calculate its mark-up. 5
- (b) Calculate how much discount a retailer is offering if he says 'Buy two get one free.' 5
(Assume all three products are of same price.)
6. Write short notes on any *two* of the following : 5+5
- (a) Stock turnover
- (b) Return on Investment
- (c) Sales per employee
- (d) Role of export merchandiser
7. Differentiate between any *two* of the following : 5+5
- (a) Product development and Product sourcing
- (b) Front end and Back end stock management
- (c) Gross sales value and Net sales value
8. Discuss the terms 'Gross margin' and 'Operating profit'. Mention how are they correlated in retail calculations. 5+5