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BRL-107

**B. B. A. IN RETAILING
(BBARIL)**

Term-End Examination

December, 2023

BRL-107 : BUYING AND MERCHANDISING—I

Time : 3 Hours

Maximum Marks : 100

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

1. What is merchandising ? Describe the principles of merchandising. 4+16
2. What is meant by category management ? Explain its key elements with the help of 8-step cycle. 4+16
3. Discuss different steps in the process of budget planning giving suitable examples. 20
4. What is the importance of sales forecasting in retail ? Discuss its advantages and disadvantages. 6+7+7

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5. Outline the objectives of pricing in retail. Discuss the factors that are taken into account for pricing. 10+10
6. Explain the concept of assortment planning in retail. Discuss the factors that influence assortment planning. 10+10
7. Highlight the importance of vendor selection process in the retail business. Discuss different steps in this process. 5+15
8. Write short notes on any *two* of the following : 10+10
 - (a) Category captain
 - (b) Merchandise mix
 - (c) Brand management
 - (d) Supermarket