

00493

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES)
(BBARS)**

**Term-End Examination
June, 2012**

BRS-012 : CATEGORY MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions, all questions carry equal marks.

1. What is meant by category and why is category management important for a retail establishment ? Give example of a firm which in your opinion manages its category the best and compare it with the firm which manages its category the worst.
2. Suppose you are appointed as a category manager of a store what specific data would you require for managing the category effectively and efficiently ?
3. What is a merchandise plan ? Why is it important to have a merchandise plan ? Describe the process of merchandise planning.

4. Differentiate between sales to stock ratio and sales through ratio. What role do these ratios play in category management ?
 5. How is profit margin determined ? Illustrate with an example.
 6. Is it important for a store to maintain stock of products at optimum level ? How is the optimum level calculated ?
 7. What is the relationship between category positioning and target customer characteristics ? Illustrate this relationship with the help of live examples.
 8. Write short notes on *any two* of the following :
 - Sales feedback
 - Simplex method
 - Planogram
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