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**MASTER OF BUSINESS  
ADMINISTRATION (RETAIL)**

**Term-End Examination**

**June, 2012**

**MRS-022 : CATEGORY MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. What is category management ? Explain its need and importance with examples. **20**
2. "The management of data is the key to a successful category management". Evaluate the statement. **20**
3. Explain the concepts of Mark-up and Markdown in retailing with suitable examples. **20**
4. How the merchandise plan is developed for retail outlet ? How can the process of merchandise planning be adequately interactive ? **20**
5. Write notes on following : **20**
  - (a) System of Replenishment
  - (b) Sales Configuration chart & sales feedback

6. How does PLC stages influence the category management ? Explain with suitable examples. 20
  7. Explain the role of social influences on consumer behaviour with suitable examples from lifestyle products. 20
  8. What is the role of promotional schemes in retail ? 20  
What are the key issues related to the execution of promotional schemes ?
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