

01491

BBA IN RETAILING

Term-End Examination

June, 2012

BRL-006 : BUYING AND MERCHANDISING

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions.

1. What is meant by merchandising ? Describe 2+8
briefly the merchandising strategy.

2. Explain the concept of 'Brand Management' and
its characteristics. Also identify the principles of
buying that facilitate the buying process in a firm. 2+4+4

3. Explain the meaning and importance of
open-to-buy. Describe different steps in the
budget planning for open-to-buy. 2+2+6

4. Explain the concept of category life cycle and the 2+8
strategies for different stages of category life
cycle.

5. Explain *any two* of the following in the context of merchandising. **5+5**
- (a) Setting sales objectives
 - (b) Setting stock objectives
 - (c) Setting margin objectives
6. Describe various factors that affect the retail pricing strategy. **10**
7. Explain the concept of 'assortment planning' and discuss the commercial factors that affect assortment planning. **2+8**
8. What is meant by global brand ? What are its benefits ? List the global brand variables. **2+4+4**
9. Distinguish between : **5+5**
- (a) Mark up and mark down
 - (b) Psychological pricing and promotional pricing.
-