

**ADVANCED DIPLOMA IN RETAILING / BBA
IN RETAILING**

Term-End Examination

June, 2012

BRL-010 : BUYING AND MERCHANDISING - II

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions.

1. What is meant by merchandising ? Describe its 2+8
main elements.
2. "Buyers are often referred to as customers' 10
advocates". Elaborate giving suitable examples.
3. State the operating expenses usually incurred in 8+2
retail business. How are they classified ? Explain
with examples.
4. "Mark-up is an important tool for the retail 4+6
business". Comment. Also explain briefly the
methods of calculating the mark up.
5. Explain the concept of 'mark down' and state the 2+8
various purposes the mark downs serve.

6. Explain the retail method of inventory valuation and state its merits and de-merits. 6+4
7. How are the sales for the current period usually planned in retail business ? Explain and also clarify the concept of stock turnover ratio with an example. 6+4
8. What do you mean by unit planning ? How is it useful in replenishment. 6+4
9. Write short notes on *any two* of the following : 5+5
- (a) Open to buy
 - (b) Discounts
 - (c) Product development
 - (d) Space efficiency
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