

00559

MASTER OF BUSINESS  
ADMINISTRATION RETAIL SERVICES  
(MBARS)

Term-End Examination  
June, 2013

MRS-022 : CATEGORY MANAGEMENT

Time : 2 hours

Maximum Marks : 50

Note : Answer *any five*.

All questions carry *equal* marks.

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1. Explain the format for receiving sales feed-back under the category management process. 10
  2. Explain the terms with suitable examples. 5x2=10
    - (a) Markups and Markdown
    - (b) OTB Planning
  3. Explain how category management influences other important functions in a retail organisation. 10
  4. Which are the major factors in category that affect the profitability of the retail organisation ? 10
  5. Explain each of the steps in the preparation of the merchandise plan. 10

6. Explain different category roles in category management. 10
  7. Explain the process of category management and why it is important for retailers ? 10
  8. Explain the system of replenishment. Also state the important decisions pertaining to store in store replenishment. 10
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