

01874

BBA IN RETAILING

Term-End Examination

June, 2013

BRL-006 : BUYING AND MERCHANDISING - 1

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions.

1. "Merchandising is the heart of retailing". 10
Elaborate giving suitable examples.
2. What is meant by category management? Explain 2+8
briefly its 8 step cycle.
3. What do you mean by sales forecasting? Explain 2+8
various factors that are taken into account while
making sales forecasting.
4. What is the importance of merchandise planning 4+6
in retail business? Describe its various
components.
5. Describe nine laws that influence price sensitivity 10
with respect to a given purchase.

6. How is selection of vendor crucial in retail business ? Describe briefly various factors that influence the selection of the vendor. 2+8
7. Explain **any two** of the following in the context of merchandising : 5+5
- (a) Assortment width planning
 - (b) Contract negotiation strategy
 - (c) Trade discount
8. Distinguish between : 5+5
- (a) Direct expenses and indirect expenses.
 - (b) Discount pricing and loss leaders.
-