

00164

**BACHELOR OF BUSINESS ADMINISTRATION  
(RETAIL SERVICES)  
(BBARS)**

**Term-End Examination**

**June, 2014**

**BRS-012 : CATEGORY MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. What are different types of promotion schemes and its objectives in retailing in detail ? 20
2. Explain the significance of a product planning chart (PPC) with a suitable examples. 20
3. On 1<sup>st</sup> April 2012, a retailer finds there are 300 bedsheets in hand. The number of bedsheets was 1500; the re-ordered quantity was received two weeks later. Now on 30<sup>th</sup> April stock on hand is 400. If reserve quantity was 100. Calculate the reorder quantity. 20
4. Why sales feedback is important in category management ? Explain different ways of collecting sales feedback. 10+10=20
5. Explain the process of open to buy (OTB) with a suitable. When is OTB implemented in Procurement Plan ? 15+5=20

6. What do you understand by GMROI ? Explain the process of GMROI, with a suitable examples. 20
7. Explain the importance of self - through - ratio and sales - to - stock ratio in category management. Give a suitable example with calculation. 20
8. Explain **any four**. 4x5=20
- (a) SWOT analysis.
  - (b) Product classification
  - (c) Bar codes and its importance.
  - (d) Pivot tables
  - (e) Unit Planning Method
  - (f) Sales curve
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