

01239

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

**Term-End Examination**

**June, 2014**

**BRL-010 : BUYING AND MERCHANDISING - II**

*Time : 2 hours*

*Maximum Marks : 50*

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*Note : Answer **any five** questions.*

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1. "Merchandising is an integrated, end-to-end business process". Elaborate and state the key elements of merchandising. **5+5**
2. State the responsibilities of a retail buyer and describe the important characteristics of a buyer. **4+6**
3. Explain the meaning of the following concepts of profitability and show, with examples, as to how are they computed. **5+5**
  - (a) Gross Margin
  - (b) Operating Profit
4. Explain the importance of pricing in retail. Describe briefly the leading pricing policies prevalent in the retail business. **4+6**
5. Explain the methods of inventory valuation. Discuss merits and demerits of RMI. **5+5**

6. Explain the significance of “open to buy” system in merchandise planning. 10
7. What do you mean by product development ? Describe its advantages and disadvantages. 4+6
8. Write short notes on **any two** of the following : 5+5
- (a) Online inventory
  - (b) Lay-out and adjacencies
  - (c) Reorder Quantity
  - (d) Range Board
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