

01172

**BBA IN RETAILING**

**Term-End Examination**

**June, 2016**

**BRL-006 : BUYING AND MERCHANDISING - 1**

*Time : 2 hours*

*Maximum Marks : 50*

*Note : Attempt any five questions.*

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1. Describe different components of merchandise planning process. Explain the difference between bottom up planning and top down planning. **6+4**
2. What is meant by planning merchandise assortments ? Discuss briefly different steps involved therein. **2+8**
3. Explain various steps involved in the budget planning. What is its importance ? **7+3**
4. Discuss the factors that affect retail pricing. What is the difference between break - even pricing and mark - up pricing ? **6+4**
5. Discuss the steps involved in Vendor Selection. What parameters are used for their performance evaluation. **6+4**

6. What is meant by private labels ? Giving suitable examples explain the advantages and challenges faced by it. 2+8
7. Distinguish between : 5+5
- (a) Global brand and local brand
  - (b) Trade discount and quantity discount
8. Write short notes on **any two** of the following : 5+5
- (a) Merchandise mix
  - (b) Category captain
  - (c) Stock to sales ratio
  - (d) Inventory
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