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BRL-010

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

Term-End Examination, 2019

BRL-010 : BUYING AND MERCHANDISING - II

Time : 2 Hours]

[Maximum Marks : 50

Note : Attempt any five questions. All questions carry equal marks.

1. Define Merchandising. Explain the key elements of Merchandising with suitable examples. [2+8=10]
2. Explain the concept of Organisational Buying Behaviour and state the characteristics of an Organisational Buyer. [5+5=10]
3. Explain the various prevalent Pricing Policies of retailers in today's market with suitable examples. [10]
4. (a) What do you understand by Markdown in Retail Pricing ? What are the reasons there of ? [6]
(b) Explain the effect of poor category management on Profitability. [4]

5. Differentiate between Product Development and Product Sourcing. Discuss the advantages of Product Sourcing. [5+5=10]
6. Explain the concept of : [5+5=10]
- (a) Product Development Process
 - (b) Visual Merchandising
7. Draw a Sales Curve using hypothetical sales figures of 2-3 product categories and state its uses. [6+4=10]
8. Write short notes on **any two** of the following : [5+5=10]
- (a) Store Potential Index
 - (b) Gross Margin Return on Inventory (GMROI)
 - (c) Space Efficiency

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