

BBA IN RETAILING

Term-End Examination

June, 2019

BRL-006 : BUYING AND MERCHANDISING - 1

Time : 2 hours

Maximum Marks : 50

Note : (i) Answer any five questions.

(ii) All questions carry equal marks.

1. What do you mean by 'merchandising strategy' ? 2+8
Explain and also state its various components.
2. What is meant by 'category management' ? 2+8
Explain the 8 step cycles of category management.
3. What is the importance of sales forecasting in retail trade ? Explain the various factors that affect sales forecasting. 2+8
4. What is meant by 'setting stock objectives' ? 2+8
Describe key factors that help in taking appropriate decisions in this regard.
5. Discuss 'Break-even pricing' and 'Mark-up pricing' in retail business. Also give suitable examples. 10
6. Describe the importance of 'right product', 'right depth', 'right place' and 'right time' in assortment planning with suitable examples. 10

7. Distinguish between : 5+5
(a) Gross sales and Net sales
(b) Trade discount and Quantity discount
8. Write short notes on **any two** of the following : 5+5
(a) Discounts
(b) GMROI (Gross Margin Return on Inventory Investment)
(c) Gross Profit
(d) Global Brand
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