

No. of Printed Pages : 2

**BRL-006**

**ADVANCED DIPLOMA IN  
RETAILING/B.B.A. IN RETAILING  
Term-End Examination  
June, 2020**

**BRL-006 : BUYING AND MERCHANDISING—I**

*Time : 2 Hours*

*Maximum Marks : 50*

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*Note : (i) Attempt any five questions.*

*(ii) All questions carry equal marks.*

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1. What is meant by merchandising ? Describe basic principles of merchandising. 2+8
2. Define the concept of merchandising management. Explain briefly its different components. 2+8
3. What is meant by "Open-to-buy" ? Describe different steps involved in it. 2+8
4. Explain the concept of category life cycle. Describe the strategies adopted at different stages of the category life cycle. 2+8

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5. What is meant by "Setting stock objectives" in retail ? Describe the key factors that help in taking appropriate decisions in this regard. 2+8
6. Explain the concept of 'Assortment Planning'. Discuss various factors affecting it. 5+5
7. Distinguish between the following : 6+4
- (a) Global brand and Local brand
  - (b) Direct expenses and Indirect expenses
8. Write short notes on *any two* of the following : 5 each
- (a) Category captain
  - (b) Sales forecasting
  - (c) Break-even pricing
  - (d) Private label