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BRL-010

ADVANCED DIPLOMA IN RETAILING/BBA IN RETAILING

Term-End Examination

BRL-010 : BUYING AND MERCHANDISING - II

Time : 2 Hours

[Maximum Marks : 50

Note: Attempt any five questions.

1. Define merchandising. Discuss the key elements of merchandising. 2+8
2. Discuss the objectives of buying and purchase departments of Retail organization. How can they be accomplished? Discuss with examples. 10
3. Discuss the market environment and merchandising process in care of 'Reliance Fresh' store. 4+6
4. Solve the following:
 - a. A retailer buys a ladies skirt for Rs.800 and sells to consumer a Rs.1000. What is the markup percentage of Sales price and on Cost price. 2.5+2.5

- b. A departmental store buys a product at Rs. 1500 and wants to know the retail price for this product if it decides to take retail markup percentage of 40%. 5
5. Discuss the factors affecting Retail price. Explain the Importance of Markdowns, in retail pricing with examples. 10
6. Write notes on any two of the following: 5+5
- a. Basic stock method
 - b. Stock turnover or stock to sales Ratio
 - c. Re-order period and delivery period
7. Discuss the procedure involved in product development? Explain the various advantages and disadvantages of product development. 3+7
8. Discuss the various parameters of sales percentages on the basis of which merchandise performance can be measured. 10