

No. of Printed Pages : 2

BRL-006

ADVANCED DIPLOMA IN RETAILING/

B. B. A. IN RETAILING

Term-End Examination

June, 2024

BRL-006 : BUYING AND MERCHANDISING—I

Time : 2 Hours

Maximum Marks : 50

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

1. What is meant by merchandise management ?
Discuss various factors involved in merchandising strategy. 2+8

2. Explain the concept of category management.
Describe 8-step cycle of category management. 2+8

3. What is the importance of sales forecasting in retail business ? Discuss the factors which are taken into account while making sales forecasting. 2+8

4. Explain the method of setting stock objectives.

10

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5. Describe nine laws of price sensitivity giving appropriate examples. 10
6. What is meant by private label ? Discuss its benefits and challenges. 2+4+4
7. Distinguish between the following : 5+5
- (a) Global brand and local brand
 - (b) Break even pricing and mark up pricing
8. Write short notes on any *two* of the following : 5+5
- (a) Merchandise mix
 - (b) Assortment planning
 - (c) Category captain
 - (d) Features of a grocery store