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BRL-010

**ADVANCE DIPLOMA IN RETAILING /
B. B. A. IN RETAILING (BBARL)**

Term-End Examination

June, 2024

BRL-010 : BUYING AND MERCHANDISING-II

Time : 2 Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

(iii) Read the questions carefully before answering.

1. What is merchandising ? Explain the process of merchandising. 3+7

2. Write short notes on any *two* of the following :

5+5

(a) Merchandise classification

(b) Objectives of buying process

(c) Space efficiency

P. T. O.

3. How is 'book inventory' calculated ? Explain with a suitable example the calculation of shortages. 4+6
4. Differentiate between the following : 5+5
- (a) Shopping products and convenience products
- (b) Gross margin and operating profit
5. (a) Why is retail floor stock planning' important ? 5
- (b) A retail store achieves an average sales turnover of ₹ 100 lac per month with a BOM stock value of ₹ 160 lacs during a winter season. Calculate the BOM stock value for the upcoming winter season with expected monthly sales of ₹ 150 lacs. 5

[3]

6. (a) How is 'Merchandising plan' important for
planning stocks on the floor ? 7
- (b) What is sales to stock ratio ? 3
7. What is Unit Planning ? How to plan reorder
quantity ? 5+5
8. What is Rans planning and Rans board ?
Explain with suitable examples of each. 10