

**BACHELOR OF BUSINESS ADMINISTRATION
(RETAIL SERVICES)
(BBARS)**

Term-End Examination

June, 2015

00165

BRS-012 : CATEGORY MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions. All questions carry equal marks.

1. How does category management influence other functions of retail and what are the 8 steps of category management ? 20

2. (a) How can social influences affect consumer behaviour ? 10
(b) What do you understand by Growth Share Matrix ? 10

3. What is profit margin ? How is it related with other product categories ? 20

4. What do you mean by Retail Promotions ? Explain and discuss the promotional schemes. 20

5. What expansion or growth strategies does a retail company take for any product category ? Discuss. 20
6. Discuss five forces analysis in the context of Business Situation Analysis. 20
7. Write short notes on any *four* of the following : 4×5=20
- (a) Unit Planning Method
 - (b) Positioning of a Category
 - (c) Gross Margin
 - (d) SWOT
 - (e) Promotional Calendar
 - (f) Planogram
8. What do you understand by Space Planning in Visual Merchandising ? What are its key elements ? 4+16=20
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