

BBA IN RETAILING

Term-End Examination

June, 2011

BRL-006 : BUYING AND MERCHANDISING

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions.

1. Explain the principles of merchandising. **10**

2. What is merchandise management ? Discuss any four processes used for processing and selling merchandise. **3+7=10**

3. Describe various steps involved in the category management cycle. **10**

4. Explain the factors affecting sales forecasting. **10**

5. What is meant by setting stock objectives ? Describe important factors which help in taking appropriate decisions in this regard. **4+6=10**

6. Distinguish between : 5+5=10
- (a) Skimming pricing and penetration pricing
 - (b) Promotional pricing and captive pricing
7. Explain the steps involved in selection of the vendor. 10
8. Discuss the customer service skills which are required to turn inconvenient returns into exchanges and avoid refunds. 10
9. Write short notes on *any two* of the following :
- (a) Global brand variables 5+5=10
 - (b) Merchandise Mix
 - (c) Category Management
 - (d) Vendor Evaluation Parameters
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