

01754

BBA IN RETAILING

Term-End Examination

December, 2011

BRL-006 : BUYING AND MERCHANDISING

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions.

1. Describe the areas influenced by merchandise strategy. 10
2. How can you plan merchandise assortments ? 10
3. Discuss the steps involved in budget planning. 10
4. Explain the strategies adopted for different stages of the category life cycle. 10
5. Explain the Break - even pricing and mark - up pricing with suitable examples. 6+4
6. Explain various factors that affect retail pricing. 10

7. Discuss various discounts which are taken into consideration while negotiating with the vendors. **10**
8. Discuss *any four* retail pricing strategies. **10**
9. Write short notes on *any two* of the following : **5+5**
- (a) Multi - brands
 - (b) Buying principles
 - (c) Assortment width planning
 - (d) Category captain
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