

00511

BBA IN RETAILING

Term-End Examination

December, 2012

BRL-006 : BUYING AND MERCHANDISING

Time : 2 hours

Maximum Marks : 50

*Note : Answer any **five** questions.*

1. Explain briefly the various processes for procuring and selling the merchandise. 10
2. Describe salient features of a super market. How is it helpful for the consumers to shop at a super market ? 6+4
3. What is the importance of sales forecasting in the retail business ? Discuss the factors that should be relied upon while making sales forecasting and also the factors that should be avoided. 2+4+4
4. How is pricing strategy important in boosting up sales ? Describe any four pricing methods which help in increasing the sales. 2+8

5. Explain the concept of category management and describe the steps involved in category management cycle. 2+8
6. "A good supplier is a key part of the retailing team". Elaborate. 10
7. What do you mean by GMROI ? Giving suitable examples, explain its application in the retail business. 2+8
8. What is meant by private label ? How does it help a retailer ? Describe the challenges faced by private labels. 2+2+6
9. Distinguish between : 5+5
- (a) Trade Discount and Quantity Discount
 - (b) Skimming pricing and penetration pricing.
-