

01682

BBA IN RETAILING

Term-End Examination

December, 2014

BRL-006 : BUYING AND MERCHANDISING - 1

Time : 2 hours

Maximum Marks : 50

*Note : Attempt **any five** questions.*

1. What is meant by merchandising ? Describe 2+8 principles of merchandising.
2. Explain the concept of the category life cycle. 2+8 Describe strategies used at different stages of category life cycle.
3. Explain the concept of 'brand' and the various 2+8 characters thereof.
4. Describe any four methods of the retail pricing 10 by giving suitable examples.
5. Discuss various steps involved in the assortment 10 planning.
6. Describe briefly different phases of the vendor 10 selection.

7. Distinguish between : 5+5
- (a) Brand Extension and Brand Dilution.
 - (b) Break-even pricing and Mark-up pricing.
8. Write short notes on **any two** of the following : 5+5
- (a) Store merchandise losses
 - (b) Grocery store
 - (c) Open to Buy Planning
 - (d) Merchandise mix
-