

**ADVANCED DIPLOMA IN RETAILING / BBA
IN RETAILING**

Term-End Examination

December, 2012

BRL-010 : BUYING AND MERCHANDISING - II

Time : 2 hours

Maximum Marks : 50

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

1. Discuss various factors which are taken into account while fixing retail prices. **10**
2. Describe the importance of the inventory in retailing. How is it determined at the front level and back end ? **4+6**
3. Explain the concept of open-to-buy. How it is calculated under different situations ? **2+8**
4. Explain the range planning framework. **10**
5. What is meant by visual merchandising? Describe the detail plan for the store visual merchandising department to act upon. **2+8**

6. Describe different methods used to determine the performance of the retail operations. **10**
 7. Explain briefly the various parameters that a merchandising team must keep constant watch on. **10**
 8. What are the future prospects of the organised retail sector in India? Describe its important features. **6+4**
 9. Write short notes on *any two* of the following : **5+5**
 - (a) Gross Margin Return on Inventory
 - (b) Mark-up
 - (c) Indirect expenses
 - (d) Operating profit
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