

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

00575

Term-End Examination

June, 2013

BRL-010 : BUYING AND MERCHANDISING - II

Time : 2 hours

Maximum Marks : 50

Note : Answer any five questions.

1. What do you mean by merchandiser ? How is his role important in a retail business ? 2+8
2. State the objectives that a purchase department has to satisfy in retail business. 10
3. Giving suitable examples, explain any two of the following : 5+5
 - (a) Gross margin
 - (b) Operating profit
 - (c) Net sales
4. Describe the factors that affect retail pricing. 10
5. What is meant by stock management at the front and back ends ? Describe various methods for doing it. 2+8

6. What is meant by replenishment? Explain briefly the system of replenishment in a departmental store. **2+8**
7. Discuss the advantages and disadvantages of product development and product sourcing. **5+5**
8. Write short notes on the following : **5+5**
- (a) Visual Merchandising
 - (b) Space Efficiency
-