

**B. B. A. IN RETAILING
(BBARL)**

**Term-End Examination
December, 2024**

BRL-006 : BUYING AND MERCHANDISING—I

Time : 2 Hours

Maximum Marks : 50

Note : Attempt any *five* questions. All questions carry equal marks.

1. “Merchandising is the heart of retailing.”
Elaborate. 10
2. Describe briefly various activities involved in
buying and merchandise management. 10
3. What is the importance of budget planning ?
Discuss different steps involved in the process
of budget planning. 2+8
4. Discuss key factors influencing the pricing
strategy in retail. 10

5. What is meant by assortment planning ?
Explain the importance of 3R's in the process
assortment of planning. 4+6
6. Describe different steps involved in vendor
selection. 10
7. Distinguish between the following : 5+5
- (a) Markdowns and discounts
 - (b) Direct expenses and indirect expenses
8. Write short notes on any *two* of the following : 5+5
- (a) Brand management
 - (b) Category life cycle
 - (c) Break-even pricing
 - (d) Inventory

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