No. of Printed Pages : 3 **BRL–010**

ADVANCE DIPLOMA IN RETAILING / BACHELORS OF BUSINESS ADMINISTRATION IN RETAILING (BBARL)

Term-End Examination

December, 2024

BRL-010 : BUYING AND MERCHANDISING—II

Time : 2 Hours *Maximum Marks : 50*

Note : *(i) Answer any* ***five*** *questions*

(ii) All questions carry equal marks.

(iii) Read the questions carefully before answering.

1. Explain 'Merchandising Plan'. How is it important for planning sales for the current period ? 10

2. Write short notes on the following : 5+5=10

   (a) Buying behaviour of retailers

   (b) Characteristics of buyer

3. What are operating expenses ? Differentiate between Direct expenses and Indirect expenses. 4+6=10

4. Differentiate between product development and product sourcing. Give examples of each. 10

5. (a) A retailer buys a shirt for ₹ 750 and sells it for ₹ 1,000. Calculate the mark up percentage. 5

   (b) The same retailer is not able to sell these shirts and decides it to sell on the cost price. How much discount he should give ? 5

6. Differentiate between the following : 5+5=10

   (a) Specialty products and unsought goods

   (b) Gross sales value and cost of merchandise sold

7. What is space efficiency ? Explain the role of layouts and adjacencies in it. 5+5=10

8. Explain the following terms : 5+5

   (a) Retail method inventory valuation

   (b) Cost method inventory valuation giving suitable examples of each.

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