

**ADVANCED DIPLOMA IN  
RETAILING/B. B. A. IN RETAILING  
(ADIR/BBARIL)**

**Term-End Examination**

**December, 2025**

**BRL-006 : BUYING AND MERCHANDISING—I**

*Time : 2 Hours*

*Maximum Marks : 50*

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

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1. What is Merchandising ? Describe its basic principles. 2+8
2. Discuss the processes involved in the buying and merchandise management. 10
3. Explain different steps in the process of budget planning. 10
4. What is meant by category life cycle ? Discuss strategies for different stages of the category life cycle. 2+8

5. Explain different factors that are taken into account while setting sales objectives. 10
6. Describe nine laws of price sensitivity enunciated by Thomas Nagle and Reed Holden. 10
7. What is meant by a global brand ? Explain the benefits of global branding. In which respect, the global brand may vary from country to country ? 2+6+2
8. Write short notes on any *two* of the following : 5+5
  - (a) Groceries Store
  - (b) Assortment Planning
  - (c) Skimming Pricing
  - (d) Direct and Indirect Expenses

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