

ADVANCE DIPLOMA IN RETAILING /

B. B. A. IN RETAILING

(ADIR/BBARIL)

Term-End Examination

December, 2025

BRL-010 : BUYING AND MERCHANDISING—II

Time : 2 Hours

Maximum Marks : 50

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

1. Explain the hierarchical classification for a product sold by a retail outlet with the help of examples. 10
2. Explain the Sheth's Model of Retail Buyer Behaviour. 10
3. A retailer has two major categories viz. cosmetics and jewellery, each of them contributing equally in the overall sales of

the store, which currently stands at ₹ 40,000. The gross margin earned by cosmetics is 30% while jewellery it is 25%. The percentage operating expenses for cosmetics is 25% while that of jewellery it is 15%. Find out the operating profit figures as well as profit percentages for both the categories. 10

4. Describe the factors affecting retail pricing. 10
5. What is meant by book inventory ? How does it help in retail business ? Discuss with examples. 4+6
6. What do you mean by targetted sales ? Discuss the factors that affect targetted sales with examples. 4+6
7. What is the importance of gross margin return on inventory ? How do you calculate gross margin return on inventory ? 4+6

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8. Write short notes on any *two* of the following : 5+5

- (i) Leader pricing
- (ii) Week supply method
- (iii) Order quantity
- (iv) The hypermarket chain

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