

**ADVANCE DIPLOMA IN RETAILING /**

**B. B. A. IN RETAILING**

**(BBARIL)**

**Term-End Examination**

**June, 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. “Merchandising is the heart of retailing.”  
Elaborate with examples. 10
2. What is meant by assortment planning ?  
Discuss various steps involved in it. 2+8
3. What is meant by category management ?  
Highlight the application of 8-step cycle of category management. 2+8

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4. Explain the importance of sales forecasting.  
Discuss the factors which are taken into  
account for sales forecasting. 2+8
5. Explain the following concepts with  
examples : 5+5
- (a) Stock to sales ratio
  - (b) Sales through percentage
6. Discuss break-even pricing with examples  
and mark-up pricing used in retail  
business. 10
7. Describe various steps involved in the  
vendor selection process. 10
8. Write short notes on any *two* of the  
following : 5+5
- (a) Inventory
  - (b) Promotional discount
  - (c) Open to buy
  - (d) Private Label

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