

**BACHELOR OF BUSINESS  
ADMINISTRATION**

**(BBA)**

**Term-End Examination**

**June, 2025**

**BRL-010 : BUYING AND MERCHANDISING—II**

*Time : 2 Hours*

*Maximum Marks : 50*

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

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1. What is Merchandising ? Explain the role of a merchandiser in an export business. 3+7
2. What are the major buying functions a retail buyer has to perform according to Hirschman and Stampft ? Discuss with suitable examples. 10
3. What are the main elements of the operating profit ? Explain with the help of examples. 10

4. Define mark-up. Calculate the retail price of a departmental store who buys a product of ₹ 1,500 and decides to take retail mark-up per cent of 40. 4+6
5. Describe the methods used for deciding the inventory at the front level. 10
6. What is meant by the stock turnover ? Discuss the importance of the stock turnover in retail business. 4+6
7. Explain the buying and merchandising process at Shopper's stop. 10
8. Write short notes on any *two* of the following : 5+5
  - (i) Commercial tastes
  - (ii) Effect of markdown on profitability
  - (iii) Range board
  - (iv) Advantages and disadvantages of product sourcing

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