

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

Term-End Examination

June, 2026

BRL-006 : BUYING AND MERCHANDISING—I

Time : 2 Hours

Maximum Marks : 50

Note : (i) Attempt any *five* questions.

(ii) All questions carry equal marks.

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1. What is meant by merchandising ? Describe principles of merchandising. 2+8
 2. Explain the concept of planning merchandise assortments. Discuss its different components. 2+8
 3. Highlight the importance of budget planning in the retail business. Discuss different steps involved in this process. 2+8

4. What are the objectives of pricing ? Explain various factors affecting retail pricing. 2+8
5. "Vendor selection is a crucial step in the retail business." Elaborate with examples.

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6. What is meant by Gross Margin Return on Investment (GMROI) ? Explain different steps for the calculation of GMROI. 2+8
7. Explain the concept of brand. What are its characteristics and benefits ? 2+4+4
8. Write short notes on any *two* of the following :

5+5

- (a) Open-to-buy management
- (b) Category management
- (c) Sales forecasting
- (d) Stock to sales ratio

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