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BRL-010

**ADVANCE DIPLOMA IN
RETAILING / BBA IN RETAILING
(ADIR/BBARIL)
Term-End Examination
June, 2026**

BRL-010 : BUYING AND MERCHANDISING-II

Time : 2 Hours

Maximum Marks : 50

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

(ii) All questions carry equal marks.

1. Define the term 'merchandising' ? Explain the role of merchandiser in an export business. 2+8
2. Discuss the buying process in merchandising ? List the objectives of a buying process. 2+8
3. Describe the various factors that affect profitability. 10

4. (a) What is markup in buying ? State its importance in retail buying context. 5
 (b) A retailer buys a trouser for Rs. 400 and sells to consumer at 600. Calculate the markup percent on cost price ? 5
5. What is the effect of poor category management on profitability in retail ? 10
6. What does sales per square feet (SPF) mean ? Explain how can you use it as productivity measure in retail. 2+8
7. What is a sales curve ? Discuss its importance in buying and merchandising operations. 4+6
8. (a) Write the formula for calculating the following : 5
 - (i) GMROI
 - (ii) Reorder quantity
 - (iii) OTB (open to buy)
 - (iv) Basic stock value
 - (v) Cost percentage
- (b) Write short note on space efficiency. 5

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