Total No. of Pages : 2

Register Number :   **6940**

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY 2014.

(APPLIED MANAGEMENT)

(SECOND YEAR)

272 — RETAIL MATHEMATICS

Time : Three hours   Maximum : 75 marks

SECTION A

Answer any FIVE questions.   **(5 × 3 = 15)**

All questions carry equal marks.

1.   How is Gross Profit different from Net Profit?

2.   Differentiate Merchandising from Stock

3.   Brief on Retail pricing.

4.   State the concept Mark-Up.

5.   Mark the differences between Pricing and Repricing.

6.   What is meant by Balancing Mark-up?

7.   Give the meaning of Inventory.

8.   Define Control.

SECTION B

Answer any THREE questions.   **(3 × 10 = 30)**

All questions carry equal marks.

9.   How are Basic profit Factors defined?

10.   Brief on the elements present in Mark up Pricing.

11.   Identify the types of Markup and its limitations.

12.   How are the shortages different from overages in retail method of inventory?

13.   Elaborate the concept, "open to buy control".

SECTION C

Answer any ONE question.   **(1 × 15 = 15)**

14.   Elucidate the advantages and disadvantages of Mark up.

15.   Identify the advantages and limitations of six month seasonal rupee plan.

16.   How would you determine the repricing of Merchandise?

SECTION D

Compulsory   **(1 × 15 = 15)**

17.   Discuss the methods followed for the evaluation of rupee planning and control.

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