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Register Number:

**6802**

Name of the Candidate:

**M.B.A.(Retail Management) DEGREE EXAMINATION – 2012****(SECOND YEAR)****(PAPER-X)****220. BUYING AND MERCHANDISING***December)*

Maximum: 75 Marks

*(Time: 3 Hours***SECTION-A****Answer any FIVE Questions****(5×3=15)****All questions carry equal marks**

1. Define stock holding.
2. What is meant by skimming pricing?
3. Define Merchandising.
4. Define Category Management.
5. Define Executing Buying.
6. Explain the merits of stock trading briefly.
7. What is meant by product diversification?
8. What is meant by product identification?

**SECTION-B****Answer any THREE Questions****(3×10=30)****All questions carry equal marks**

9. Explain the process of buying organisation formats.
10. Explain the philosophy in merchandising
11. Explain the applications of software on merchandising.
12. Explain the process of making merchandise plans.
13. What are the demerits and merits of merchandizing?

**SECTION-C****Answer any ONE Question****(1×15=15)**

14. Write a detailed note on category management.
15. Enumerate the differences between finalizing, buying and executive buying.
16. Explain the process of sale on business transit.

**SECTION-D****COMPULSORY****(1×15=15)**

17. Discuss in detail the uses of software in buying and merchandizing.

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