



POORNIMA UNIVERSITY, JAIPUR.
MID SEMESTER EXAMINATION 2020-21 (ODD Semester)

School : School of Management & Commerce
Course : III Year V SEM – BBA. (RM)
Subject Name : Merchandise Management
Subject Code : BBC05105

Max. Time: 1.5 hrs.

Max. Marks: 12

NOTE:- Attempt four questions. There is internal choice in Q. 1 & 2, Q. 3 & 4, Q. 5 & 6 & Q. 7 & 8.

Sec-A (CO 3) (Max. Marks-6)

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| Q.1 | (a) | Define Category Captaincy | Marks |
| | (b) | Design Retail Buying Model | (1.5) |

OR

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| Q.2 | (a) | What are the different ways of negotiating with the vendor | (1.5) |
| | (b) | What are the main benefits of category management | (1.5) |
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| Q.3 | (a) | How would you design Merchandise Buying Process Model | (1.5) |
| | (b) | List down the different responsibilities of Category manager | (1.5) |

OR

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| Q.4 | (a) | Compare and contrast Open to buy (OTB) and Weekly Supply Method | (1.5) |
| | (b) | Design and discuss different performance review criteria to be followed to select the Vendor | (1.5) |

Sec-B (CO 4) (Max. Marks-6)

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| Q.5 | (a) | Give few examples for Price Discrimination followed by Retailers | (1.5) |
| | (b) | Offer Design and discuss the pricing strategy that the retailer would adopt for different features | (1.5) |

OR

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| Q.6 | (a) | Why do you think so many retails charge lower price while selling online compared to offline | (1.5) |
| | (b) | Explain how Bundle pricing is followed in Retail. | (1.5) |
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| Q.7 | (a) | Design and discuss the pricing strategy that the retailer would adopt for different Competition | (1.5) |
| | (b) | Suresh a fresh management degree holder decided to look after his fathers garment shop. The cost of purchase of one particular shirt is Rs 800. The MRP on the label is Rs 2000. Father has given a freedom to sell at any price but need minimum 113% margin Maximum how much discount that you can | (1.5) |

OR

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| Q.8 | (a) | List down the different types of pricing objectives | (1.5) |
| | (b) | List down the different factors that influence pricing decision | (1.5) |
