

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BBA DEGREE EXAMINATION DECEMBER 2023
(Fifth Semester)**

Branch – **BUSINESS ADMINISTRATION**

DISCIPLINE SPECIFIC ELECTIVE – I MERCHANDISE MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(5 x 1 = 5)

- 1 What is merchandise management primarily concerned with?

(i) Inventory control	(ii) Employee training
(iii) Marketing strategies	(iv) Financial forecasting
- 2 What does the term "SKU" stand for in merchandise management?

(i) Stock Keeping Unit	(ii) Sales and Key Updates
(iii) Supply Chain Knowledge	(iv) Store Keeping Utility
- 3 In merchandise management, the term "markdown" refers to:

(i) Increasing the price of an item	(ii) Reducing the price of an item
(iii) Maintaining the same price of an item	(iv) Removing an item from inventory
- 4 Which of the following inventory management methods aims to maintain a consistent level of inventory over time?

(i) Just-In-Time (JIT)	(ii) Economic Order Quantity (EOQ)
(iii) Safety stock management	(iv) ABC analysis
- 5 Which of the following is a key factor influencing merchandise assortment planning?

(i) Weather conditions	(ii) Employee turnover
(iii) Store location	(iv) Corporate culture

SECTION - B (15 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 3 = 15)

- 6 a Discuss briefly about merchandise management and its mix.
OR
b Analyze the functions of a merchandise manager.
- 7 a Comment on assortment planning.
OR
b Bring out the types of merchandising.
- 8 a Explain the concept of merchandise buying process.
OR
b Discuss the benefits of implementing a Just-In-Time (JIT) inventory management system in retail.
- 9 a Outline the mark-up and mark-down concept in merchandising.
OR
b Describe the role of pricing strategies in merchandise management.

Cont...

- 10 a State the features of an effective display.
OR
b Classify the types of display.

SECTION -C (30 Marks)

Answer **ALL** questions
ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Explain the importance of merchandise management in the retail industry.
OR
b Narrate the factors impacting merchandise functions.
- 12 a What are the steps in merchandise budgeting and forecasting? Comment.
OR
b Describe the stages in developing a merchandise plan.
- 13 a Analyze the factors that influence merchandise assortment planning for a fashion retail store.
OR
b Examine the components of category management.
- 14 a Describe the criteria for merchandise performance evaluation.
OR
b How pricing is critical in retailing? Your thoughts with examples.
- 15 a Enumerate the merits of web-based marketing.
OR
b Identify the importance of visual merchandising.

Z-Z-Z

END