

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2024
(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 does the term "ABC analysis" refer to in merchandise management?
(i) Analyzing competitor pricing (ii) Categorizing products based on sales volume
(iii) Allocating budget for advertising (iv) Tracking customer demographics
- 2 Which of the following is NOT a primary function of merchandise management?
(i) Inventory control (ii) Pricing strategy
(iii) Vendor selection (iv) Employee training
- 3 What is the purpose of a vendor scorecard in merchandise management? a. b. c. d.
(i) To evaluate employee performance (ii) To track customer complaints
(iii) To assess the performance of suppliers (iv) To calculate sales commissions
- 4 In merchandise management, the term "shrinkage" refers to:
(i) The loss of sales due to competitors' actions
(ii) The theft of merchandise by employees or customers
(iii) The process of reducing excess inventory
(iv) The seasonal variation in sales
- 5 Which of the following pricing strategies involves setting a high initial price for a new product and gradually lowering it over time?
(i) Cost-plus pricing (ii) Psychological pricing
(iii) Skimming pricing (iv) Penetration pricing

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 What are the roles of a merchandise supervisor.
- 7 a Comment on assortment planning.
OR
b Write a note on types of merchandising.
- 8 a Write a short note on merchandise buying process.
OR
b Give some insights on merchandise planning.

Cont...

- 9 a What is mark-up and mark-down concept in merchandising?
OR
b Describe the role of pricing strategies in merchandise management.
- 10 a What are the benefits of window display?
OR
b Write briefly on space management.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Discuss how effective merchandise management strategies can impact a retailer's profitability and customer satisfaction
OR
b Narrate the factors impacting merchandise functions.
- 12 a What are the steps in merchandise budgeting and forecasting? Comment.
OR
b Describe the concept of inventory turnover and its significance in merchandise management.
- 13 a Examine the factors that influence merchandise assortment planning for a grocery retail store.
OR
b Examine the components of category management.
- 14 a Explain the role of vendor selection in merchandise management.
OR
b Explain the concept of "shrinkage" in merchandise management.
- 15 a Enumerate the merits of social-media marketing.
OR
b State the importance of visual merchandising.
- Z-Z-Z END