



Question Paper

Name:

Enrolment No:

Course: BBCR 171

Programme: B. Tech. ECRA

Time: 03 hrs.

Pages: 3

Semester: VII-2017

Max. Marks:100

Instructions:

Attempt all questions from **Section A** (each carrying 2marks); All 5 **Questions** from **Section B** (each carrying 8 marks). **Section C** is Compulsory attempt all questions (each question carries 20 marks).

Section A (attempt All questions)

[2 x 5 =10 marks]

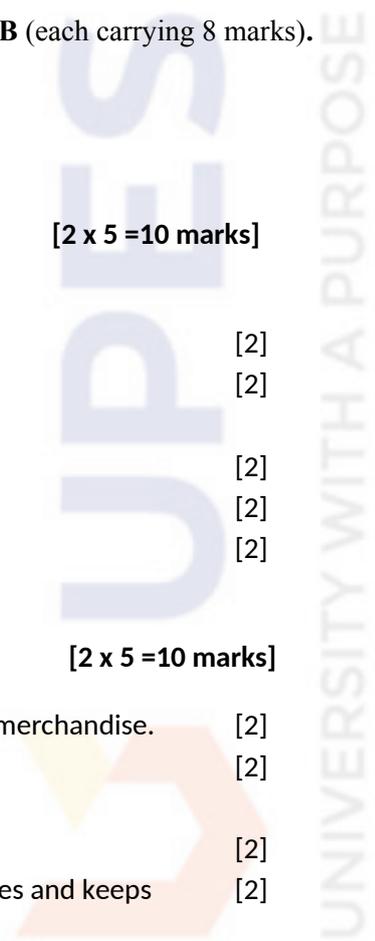
Q.1 Give short answers to the following questions

- a. What are the elements of the buying cycle? [2]
- b. Enumerate the research tools for consumer analysis. [2]
- c. What is the reason for the growth of the catalog operation? [2]
- d. What do you understand by the term e-Tailing [2]
- e. What is 'Multiculturalism?' [2]

Q.2 True or False?

[2 x 5 =10 marks]

- a) Full line Department stores sell hard and soft merchandise sell hard and soft merchandise. [2]
- b) Warehouse operators do not allow customers inside stores. [2]
- c) Merchandise brokers are similar to RBOs. [2]
- d) The 'off price' buyer purchases the merchandise far below the wholesale prices and keeps the advantage to add to his profits. [2]
- e) RBOs affect a 'merchandising marriage', between the consumer and the manufacturer. [2]



SECTION B (Attempt all Five Questions)

[5 x 8 = 40 marks]

- Q.3. Enumerate the classifications of fashion merchandise. What do you understand by the 'Style and fashion' are not interchangeable? [6+2]
- Q.4. What is a 6 month merchandising plan? What are the factors taken into creation of the plan? [5+3]
- OR
- Explain the 'Stock to Sales Method' and 'The Basic Stock Method' of inventory planning. [8]
- Q.5. What are the advantages and disadvantages of Catalog Purchasing? What are products offered by Catalog vendors and what are their characteristics. [4+4]
- Q.6. What are the methods of buying from foreign markets? What are the problems associated with it? [2+6]
- Q.7. What do you understand by the term 'dissemination of product information'? What are the different types of information needed for the same? [5+3]

SECTION C is Compulsory: Attempt all questions

(2x 20 =40 marks)

- Q.8. What are the different classifications of vendor resources? Explain the advantages of dealing directly with wholesalers [10 +10]
- OR
- What do you understand by the term 'Timing of the purchase'? Explain the difference in the timings of purchase between fashion houses and 'off price' retailers. [10 +10]
- Q.9. Explain your learnings and inferences from the extract below, in the context of Private Level advantages. How has the buyer benefited from the Private labels? What are the shortcomings in the buying process?

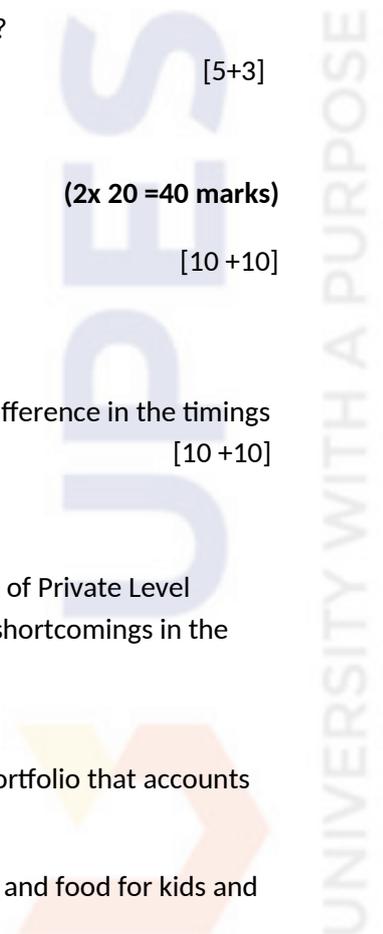
CASE STUDY

The British supermarket retailer Asda, owned by Wal-Mart, has a private-label portfolio that accounts for 45 percent of its grocery and 50 percent of its nonfood sales.

Asda has extended its own label into such categories as healthy eating, organics, and food for kids and now is placing more emphasis on developing premium-price private labels.

Asda offers six private-label brands in the food, health and beauty, and household categories.

In addition, it has its successful George private-label clothing brand and a selection of Asda-branded financial services, including home, motor, and life insurance. Some of its brands include:



- **Smart Price**—economy-value, no-frills food and general merchandise essentials.
- **Best-in-market** everyday food and general merchandise items at low prices.
- **Good for you!**—foods with lower fat content than standard Asda brand alternatives.
- **Organic**—best-value organic “everyday” products.
- **Onn**—midlevel eclectic brand with stylized designs.
- **Extra Special**—Asda’s premium private-label food brand.
- **More for Kids**—healthier, fun products for kids across the food and health and beauty categories.

The Extra Special premium private-label brand has grown from 40 SKUs in 2000 to more than 750 across categories that include confectionery, soft drinks, snacks, trifles, specialty breads, prepared meat and fish meals, and a wide range of cheeses and sliced meats.

The criteria for an Extra Special branded product include better taste and the finest ingredients, compared with standard alternatives or national premium equivalents, but affordable at a 10 to 15 percent lower price than competitors’ premium private-label equivalents.

Asda’s private-label clothing and footwear brand, George, is the fourth-largest apparel brand in the United Kingdom.

Created by George Davies, the former owner of a successful chain of British apparel stores, George merchandise comprises sleek but inexpensive clothing, accessories, and undergarments for women and men.

Wal-Mart is importing George merchandise and selling it in its U.S. stores as part of its effort to upgrade its apparel offering. George is not selling very well in the United States

Name of Examination (Please tick, symbol is given)	:	MID		END	✓	SUPPLE	
Name of the College (Please tick, symbol is given)	:	COES	✓	CMES		COLS	
Program/Course	:	B. Tech. (CSE in Retail Automation)					
Semester	:	VII					
Name of the Subject	:	RETAIL BUYING					
Subject Code	:	BBCR 171					
Name of Question Paper Setter	:	Sanjiv Maira					
Employee Code	:	7000143					
Mobile & Extension	:	8126069435					
Note: Please mention additional Stationery to be provided, during examination such as Table/Graph Sheet etc. else mention "NOT APPLICABLE":							
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Note: - Pl. start your question paper from next page.



Question Paper-2

Name:

Enrolment No:



Course: BBCR 171

Programme: B.Tech. CS ECRA

Time: 03 hrs.

Pages: 2

Subject: Retail Buying

Semester: VII-2017

Max. Marks:100

Instructions:

Attempt all questions from **Section A** (each carrying 2marks); All 5 **Questions** from **Section B** (each carrying 8 marks). **Section C** is Compulsory attempt all questions (each question carries 20 marks).

Section A (attempt All questions)

[2x5 =10 marks]

Q.1 Give short answers to the following questions

- a. What are market specialists? [2]
- b. What do you understand by 'off site' operation? [2]
- c. How do "observations 'work in consumer assessment? [2]
- d. What are ' Bodegas'? [2]
- e. What is the role of the DMM? [2]

Q.2 True or False?

[2x 5 =10 marks]

- a) Product Department – Encompasses an entire range of products- Consumer durables [2]
- Product lines- computers; Home entertainment; appliances; gaming; communication
- b) Depth of assortment is the variety of goods/ service category (product line) with which the retailer is involved. [2]
- c) Company satisfaction and vendor profit are the only parameters to be considered while selecting the merchandise for purchase. [2]
- d) Department Stores are "Full Line" in Character. [2]
- e) In the Franchise Operations & Licensed Stores the buyer operates from an off -site location. [2]

SECTION B (Attempt all Five Questions)

[5 x 8 = 40 marks]

- Q 3. What are the internal & external sources of Buyer information? [8]
- Q.4 What do you understand by Private labels. How do they help the retailer? [5+3]

- Q.5 Why is it important to select good vendor resources? [4+4]
 How does a good vendor relationship help the retailer?
- Q.6 What are the advantages of purchasing from wholesale markets? [5+3]
 How does a market visit help the buyer?
- Q.7 Why is dissemination of product information to employees so important?
 What are the different types of information needed to be shared? [5+3]

SECTION C is Compulsory: Attempt all the questions

[2x 20 =40 marks]

- Q.8 What is 'Open to Buy' and what products is it applicable to? How do you calculate it? [10 +10]
 Or
 What is automatic stock replenishment? Does it apply to fashion merchandise, If yes ,why ? [10 +10]
- Q.9 Explain your learnings and inferences from the extract below.
 What are the other options suggested by you for Coach? [20]

CASE STUDY

Why did Coach Bags find their way to off price Retailers?

The national brands that off-price retailers like T.J.Maxx, Marshalls, Ross, and Loehmann's sell at lower prices than those at their department and specialty store competitors come from a variety of sources. Coach bags are one such item.

Sometimes the merchandise comes directly from manufacturers like Coach, the luxury leather goods maker, because the item was last year's model, it didn't sell well at the retail store where it was originally offered and was returned by the luxury retail customer, or Coach overestimated demand and therefore had excess inventory left over.

Coach sells a very small percentage of its bags to off-price stores.

Although luxury manufacturers prefer not to have their merchandise sold in off-price stores, these stores provide an excellent opportunity for luxury manufacturers to rid themselves of excess inventory. Another source of Coach Bags for off-price retailers may be luxury retailers.

These retailers may have bought too many bags or specific styles that did not sell and may need to dispose of them at the end of a season.

One alternative is for the retailers to markdown the price and put the handbags on sale. But sales on luxury products like Coach Bags might damage the retailer's image. Also, Coach may not want its bags sold at a discount at luxury stores.

So the retailer might sell the excess inventory to off price retailers like T.J.Maxx.

This diverting of merchandise to an unauthorized retailer is creating a gray market for Coach Bags.

If Coach discovers that one of its luxury retailers is diverting its newer merchandise to off-price retailers, it might refuse to sell to that retailer in the future.

Luxury-brand vendors hope that their products don't end up in off-price outlets, but they definitely fight to make sure that counterfeit products are not sold anywhere.

While it is relatively harmless for gray-market luxury-branded products to end up in an off-price store, it is quite harmful to the luxury brands if a counterfeit bag is sold at a retail store