



**BBA-R 109**

**BBA II<sup>nd</sup> SEMESTER EXAMINATION, 2024-25**  
**BACHELOR OF BUSINESS ADMINISTRATION-RETAIL**  
**(Retail Merchandise Management)**

**(4+0)**

AFFIX PRESCRIBED  
RUBBER STAMP

**Paper ID**

(To be filled in the  
OMR Sheet)

Date (तिथि) : \_\_\_\_\_

**5814**

अनुक्रमांक (अंकों में) :

Roll No. (In Figures) :

अनुक्रमांक (शब्दों में) :

Roll No. (In Words) :

**Time : 1:30 Hrs.**

**समय : 1:30 घण्टे**

**Max. Marks : 75**

**अधिकतम अंक : 75**

**नोट : पुस्तिका में 50 प्रश्न दिये गये हैं, सभी प्रश्न करने होंगे। प्रत्येक प्रश्न 1.5 अंक का होगा।**

**Important Instructions :**

1. The candidate will write his/her Roll Number only at the places provided for, i.e. on the cover page and on the OMR answer sheet at the end and nowhere else.
2. Immediately on receipt of the question booklet, the candidate should check up the booklet and ensure that it contains all the pages and that no question is missing. If the candidate finds any discrepancy in the question booklet, he/she should report the invigilator within 10 minutes of the issue of this booklet and a fresh question booklet without any discrepancy be obtained.

**महत्वपूर्ण निर्देश :**

1. अभ्यर्थी अपने अनुक्रमांक केवल उन्हीं स्थानों पर लिखेंगे जो इसके लिए दिये गये हैं, अर्थात् प्रश्न पुस्तिका के मुख्य पृष्ठ तथा साथ दिये गये ओ०एम०आर० उत्तर पत्र पर, तथा अन्यत्र कहीं नहीं लिखेंगे।
2. प्रश्न पुस्तिका मिलते ही अभ्यर्थी को जाँच करके सुनिश्चित कर लेना चाहिए कि इस पुस्तिका में पूरे पृष्ठ हैं और कोई प्रश्न छूटा तो नहीं है। यदि कोई विसंगति है तो प्रश्न पुस्तिका मिलने के 10 मिनट के भीतर ही कक्ष परिप्रेक्षक को सूचित करना चाहिए और बिना त्रुटि की दूसरी प्रश्न पुस्तिका प्राप्त कर लेना चाहिए।

1. What is the key benefit of category management in retail ?
  - (A) Managing store employees effectively
  - (B) Enhancing customer experience by optimizing product categories
  - (C) Increasing supplier dependency
  - (D) Reducing the number of SKUs
2. Understocking in unit stock planning may result in :
  - (A) Increased customer satisfaction
  - (B) Reduced supplier dependency
  - (C) Loss of sales and reduced customer loyalty
  - (D) Increased operational efficiency
3. Which of the following best describes a “broad and shallow” merchandise mix ?
  - (A) A wide range of product categories with limited choices in each
  - (B) A small number of categories with a large variety of items in each
  - (C) Only one product type sold in large quantities
  - (D) A mix of seasonal and non-seasonal products
4. What is “fast fashion” in apparel merchandising ?
  - (A) A slow production process for high-end brands
  - (B) Rapid production of low-cost, trendy clothing to meet demand
  - (C) The process of recycling old clothes
  - (D) A technique used in textile manufacturing
5. Which pricing strategy involves setting a high initial price and lowering it over time ?
  - (A) Penetration pricing
  - (B) Cost-plus pricing
  - (C) Skimming pricing
  - (D) Competitive pricing

6. What is an Assortment Plan in retail ?
- (A) A list of employees' work schedules
  - (B) A financial report on store performance
  - (C) A selection of merchandise tailored to customer preferences and store space
  - (D) A plan for opening new store locations
7. What type of apparel has the longest fashion life cycle ?
- (A) Classic styles
  - (B) Seasonal fashion
  - (C) Fads
  - (D) High-fashion items
8. Which pricing strategy is common in luxury apparel retail ?
- (A) Everyday low pricing
  - (B) High markup with exclusivity
  - (C) Discount pricing
  - (D) Cost-plus pricing
9. What is the primary advantage of having a centralized buying system in retail ?
- (A) Better cost control and bulk purchasing benefits
  - (B) Faster local decision-making
  - (C) Increased dependence on regional managers
  - (D) Limited supplier choices
10. What is Stock Keeping Unit (SKU) ?
- (A) The number of products in a store
  - (B) A unique identifier for each product variant in inventory
  - (C) A pricing strategy
  - (D) The total value of store inventory

11. Which retail segment **requires** the most frequent merchandise turnover ?
- (A) Grocery stores
  - (B) Furniture stores
  - (C) Automobile dealerships
  - (D) Jewelry stores
12. What is “off-price retailing” ?
- (A) Selling high-end fashion at full price
  - (B) Increasing apparel costs in peak seasons
  - (C) Selling limited-edition clothing
  - (D) Selling branded apparel at discounted prices
13. What is the key factor in **determining** the reorder level of stock in a retail store ?
- (A) Employee wages
  - (B) Expected delivery time and average sales
  - (C) Store opening hours
  - (D) Supplier brand popularity
14. What type of merchandise typically has a short lifecycle and requires frequent replenishment ?
- (A) Staple merchandise
  - (B) Durable Goods
  - (C) Seasonal Merchandise
  - (D) Fashion Merchandise
15. What role does technology play in merchandise planning ?
- (A) Reduces the need for planning
  - (B) Replaces the need for store managers
  - (C) Helps track inventory and analyze consumer demand
  - (D) Increases inventory without tracking sales

16. What is “planogram” in apparel merchandising ?
- (A) A tool used in fabric testing
  - (B) A seasonal fashion trend report
  - (C) A marketing plan for promotional events
  - (D) A visual representation of how products should be displayed in a store
17. What is meant by the term ‘Markdown’ in retail merchandising ?
- (A) Increasing the price of a product
  - (B) Changing the supplier of a product
  - (C) Removing a product from the store permanently
  - (D) Reducing the price of a product to boost sales
18. Which of the following inventory control techniques is used in retail ?
- (A) Economic Order Quantity (EOQ)
  - (B) Ignoring stock levels
  - (C) Buying randomly without planning
  - (D) Selling without recording transactions
19. What is the most common synthetic fiber used in textile retail ?
- (A) Wool
  - (B) Cotton
  - (C) Polyester
  - (D) Silk
20. What is a “captive brand” in apparel retail ?
- (A) A brand that only sells online
  - (B) A global fashion brand
  - (C) A brand that is exclusive to a specific retailer
  - (D) A brand with a limited product range

21. Which of the following inventory management techniques helps retailers minimize excess stock ?
- (A) Just-in-time (JIT)
  - (B) Bulk Purchasing
  - (C) Seasonal Buying
  - (D) Random Stocking
22. How is the Basic Stock Level calculated ?
- (A) Average inventory + Safety Stock
  - (B) Average inventory – Expected sales for a given period
  - (C) Beginning inventory + Purchases – Sales
  - (D) Average monthly sales + Desired safety stock
23. What does GSM (Grams per Square Meter) measure in textiles ?
- (A) The color intensity of fabric
  - (B) The thickness and weight of fabric
  - (C) The stretch-ability of fabric
  - (D) The number of threads in fabric
24. What does “sell-through rate” measure in apparel merchandising ?
- (A) The percentage of inventory sold compared to inventory received
  - (B) The number of store visitors per day
  - (C) The number of employees per department
  - (D) The total cost of manufacturing
25. What is the primary purpose of Open-to-Buy (OTB) in retail ?
- (A) To increase product pricing
  - (B) To determine how much inventory to purchase
  - (C) To manage customer complaints
  - (D) To calculate employee wages

26. The percentage Variation Method is used when :
- (A) A retailer follows a fixed stock replenishment schedule
  - (B) Inventory levels remain constant throughout the year
  - (C) Demand fluctuates based on seasonal or cyclical trends
  - (D) There is no variation in customer demand
27. Which country is one of the largest textile producers ?
- (A) Canada
  - (B) China
  - (C) Sweden
  - (D) Brazil
28. What is “sustainable fashion” ?
- (A) Fashion that promotes ethical production and eco-friendly materials
  - (B) A short-term fashion trend
  - (C) A high-speed production method
  - (D) A low-cost apparel manufacturing process
29. What is the primary goal of merchandise management in retail ?
- (A) Reducing customer service
  - (B) Minimizing inventory levels
  - (C) Maximizing sales and profits
  - (D) Reducing employee wages
30. Which method is most effective for a retailer dealing with erratic supplier deliveries ?
- (A) Basic Stock Method
  - (B) Percentage Variation Method
  - (C) Weak Supply Method
  - (D) Just-in-Time Inventory System

31. What does RFID technology do in textile retail ?
- (A) Tracks inventory and reduces theft
  - (B) Increases fabric softness
  - (C) Replaces all barcode systems
  - (D) Reduces the need for warehouses
32. Which stage of the fashion life cycle is characterized by high prices and limited availability ?
- (A) Maturity
  - (B) Growth
  - (C) Introduction
  - (D) Decline
33. Which of the following is NOT a common basis for merchandise classification ?
- (A) Product category
  - (B) Price range
  - (C) Store employee preferences
  - (D) Customer buying behaviour
34. Which negotiation tactic can help retailers get better deals from vendors ?
- (A) Threatening to stop purchases
  - (B) Building long-term relationships and discussing mutual benefits
  - (C) Avoiding price discussions
  - (D) Accepting the price offered by the vendor
35. What is the key feature of wrinkle-free fabrics ?
- (A) High flexibility
  - (B) Natural fiber construction
  - (C) Use of synthetic fibers or chemical treatments
  - (D) High absorption

36. What happens during the “Maturity” stage of the fashion life cycle ?
- (A) Sales reach their highest point
  - (B) Prices drop drastically
  - (C) Production stops completely
  - (D) New designs are introduced
37. What is an example of ‘Staple Merchandise’ ?
- (A) Holiday decorations
  - (B) Milk and bread
  - (C) Designer handbags
  - (D) Luxury watches
38. What is a trade discount ?
- (A) A discount given to customers for early payment
  - (B) A seasonal discount for end consumers
  - (C) A discount offered by suppliers to retailers on **bulk** purchases
  - (D) A discount that applies only to damaged goods
39. Which type of the fabric weave is the strongest ?
- (A) Satin weave
  - (B) Plain weave
  - (C) Twill weave
  - (D) Basket weave
40. What is the difference between a “trend” and a “fad” ?
- (A) There is no difference
  - (B) A **fad** is timeless, while a trend is short-term
  - (C) A trend is seasonal, while a fad is classic
  - (D) A trend lasts longer than a fad

41. Which strategy is **used** to manage slow-moving merchandise ?
- (A) Increasing **price**
  - (B) Keeping it **in** stock indefinitely
  - (C) **Discounting** or bundling it with fast-moving products
  - (D) Removing it **from** inventory immediately
42. Which of the following is **NOT** a component of a retailer's merchandise mix ?
- (A) Product **width**
  - (B) Product **depth**
  - (C) Store layout
  - (D) Product **consistency**
43. Which of the following fabrics is biodegradable ?
- (A) Polyester
  - (B) Nylon
  - (C) Cotton
  - (D) Acrylic
44. What is "trickle-down theory" in fashion ?
- (A) Fashion **trends** start with elite consumers and gradually reach the masses
  - (B) Fashion **moves** from street style to luxury brands
  - (C) Lower-class consumers set trends that **reach** the wealthy
  - (D) Seasonal **fashion** repeats every year
45. Gross margin in **retail** is calculated as :
- (A) Sales **revenue** minus cost of goods sold (COGS)
  - (B) Total assets **minus** total liabilities
  - (C) Net profit **divided** by total revenue
  - (D) Total **expenses** divided by net sales

46. What does “depth” in merchandise mix mean ?
- (A) The number of product variations within a category
  - (B) The total number of brands in a store
  - (C) The overall size of the store inventory
  - (D) The amount of shelf space assigned to each product
47. How does consumer data privacy pose a challenge for fashion retailers ?
- (A) It allows unlimited marketing strategies
  - (B) It increases sales opportunities
  - (C) Data regulations restrict how customer information is used
  - (D) Consumers prefer to share their data freely
48. How does e-commerce influence fashion merchandising ?
- (A) Increases the cost of production
  - (B) Reduces the need for fashion forecasting
  - (C) Expands market reach and improves accessibility
  - (D) Eliminates seasonal trends
49. Which financial strategy helps retailers maximize profits while reducing risk ?
- (A) Maintaining excessive inventory
  - (B) Implementing effective markdown strategies
  - (C) Ignoring customer demand trends
  - (D) Increasing product prices without market analysis
50. What is an effective way to improve GMROI in retail merchandise management ?
- (A) Stocking high-margin products and improving inventory turnover
  - (B) Keeping excessive stock of low-demand items
  - (C) Reducing the number of suppliers
  - (D) Increasing product prices without demand analysis

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