



JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM (M)

4th TRIMESTER (Batch 2016-18)

Mid Term Examinations, August 2018

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| Course Name | Merchandising&Category Management | Course Code | MKT –M 418 |
| Max. Time | 1 Hrs | Max. Marks | 20 |

Instructions: Attempt All Questions. Answers should be not more than 100 words.

1. You have been appointed Merchandiser cum Buyer at Woodland and told to set up the following things for an upcoming Flagship Store of company. You have to do 1. Sales forecasting 2. Assortment Plan and Merchandising Mix..
How will you plan your Merchandising Buying for a Flagship Store?
How will you plan Sales Forecasting?
Will you keep some budget under OTB?
What will be your proportionate buying in Shoes/ Apparels/Accessories? (8)
2. You have been selected as a BUYER at a big Departmental store which is known as Apparel Leader. You have been assigned a task to prepare the assortment of SHIRTS category. Prepare the Assortment planning with Wide Variety and Deep assortment method. You have been given a budget of Rs 20 lacs to plan the buying and release the PO to vendors. Prepare the chart showing all Sizes, Colours, Designs and fabrics etc. (6)
3. Read the questions below and answer
- a) Pricing strategy is most important aspect in retail. How many types of strategies can be adopted in retail?
- b) Do we adopt different strategies for different formats? Give examples of any 2 formats
- c) If you are appointed a marketing Manager in a company like Hypercity what will be your pricing strategy and why? Give reasons. (6)