

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077**

**Program: PGDM Mktg; PGDM IB; MMS Mktg (Batch2016-18),
Trimester IV - (End Term Examination)
Subject: Product & Category Management**

**Maximum Marks: 25
Duration: 2 hours**

**Date: 19/09/17
Time: 3pm to 5pm**

- Instructions:**
- i) Q. No. 1 is compulsory.**
 - ii) Attempt ANY 3 from Q.No. 2 to Q.No. 5**
 - iii) Use of simple calculator is allowed.**
 - iv) Cell phone calculator is not allowed.**

QUESTION 1 For the given data:
7 Marks

SKU	COST PRICE RS.	MRP RS.	AVG. SALES PER MONTH IN UNITS	AVG. INVENTORY FOR MONTH IN UNITS
A	60	80	300	75
B	50	75	450	110
C	85	100	150	70
D	45	65	350	85
E	75	90	220	100

FIND:

- a) GMROI
- b) Markup Margin & Markdown Margin of SKU D
- c) Markup Margin of A
- d) Markdown Margin of E
- e) Stock Turn Rate
- f) Days of Stock

QUESTION 2 Differentiate between:
Marks

6

- a) GMROI vs GMROF
- b) Design Thinking at Apple Inc. vs Jaipur Limb (BMVSS)

QUESTION 3 **Explain with examples:** **6**
Marks

- a) Category Roles
- b) Merchandising Hierarchy

QUESTION 4 **6**
Marks

Describe in detail any three Category Strategies used by retailers with suitable examples.

QUESTION 5 Write short notes on **Any TWO:** **6**
Marks

- a) Category Management at Manufacturing Organization
- b) Category Captain
- c) Category Assessment

-----End of Paper-----