

**B.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM)**

Term-End Examination

June, 2012

BFW-007 : FUNDAMENTALS OF RETAIL-II

Time : 3 Hours

Maximum Marks : 70

Note : Attempt any seven questions.

Each question carries 10 marks.

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1. (a) Retail is the final stage of any economic activity comment. **4+6**
(b) Explain the benefits of Retailing.
 2. The Indian retail market is characterised by wide geographic spread and distinct consumer preferences and increasing purchasing power of consumers. Discuss with reference to organised and unorganised retailing. **10**
 3. "Retailing is a people centric industry and is one industry which simultaneously involves many skills and disciplines." Discuss the various career options in retail industry in detail. **10**
 4. List the various reasons for the retail change in India. What are the challenges faced by the Indian retailers nevertheless ? **10**

5. Explain the term channel of distribution. Explain the retailers' role in the channel of distribution. How does the retailer act as the "channel captain" ? **10**
6. (a) Fashion has led the retail industry boom and it has sustained its dominance in every malls, markets and stores. Discuss the evolution of the Indian retail industry. **5+5**
(b) List the factors shaping the fashion retail industry in India.
7. Discuss in detail : **5+5**
(a) Wheel of Retailing
(b) Retail Life Cycle.
8. As the Indian retailing is getting more organised, various retail formats are emerging to capture the potential of the market. Write a detailed note in Retailing in India :- past, present and future. **10**
9. List the various reasons for the increased interest of international players in Indian retail market. **10**
10. Write notes on : **10**
(a) Factors affecting seasonality in retail.
(b) Retailers target market.