

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

**Term - End Examination**

**December, 2012**

**BFW-001 : FUNDAMENTALS OF RETAIL - I**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : (i) Attempt **any seven** questions.*

*(ii) All questions carry **equal** marks.*

1. Write a short note on general merchandise retailer. **10**
2. Explain the advantages and disadvantages of store retailing. **10**
3. Describe the concept of retailing with examples. **10**
4. Write arguments for and against FDI in retail. **10**
5. Define retailing. Explain the growth strategies for retail business. **10**

6. What is multichannel retailing and why does a retailer want to have presence in all channels ? 10
  7. What is a loyalty program ? Explain the loyalty program of your choice retailer. 10
  8. Breadth and depth are the important part of retail mix. Explain with examples product breadth and depth of retail mix. 10
  9. Explain the gravitational model of site selection. 10
  10. Write difference between super market and category specialists. 10
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