

**M.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

December, 2012

MFW-001 : INTRODUCTION TO RETAIL

Time : 3 hours

Maximum Marks : 70

Note : (i) *Attempt any 7 questions.*
(ii) *All question carry equal marks.*

1. What are the major components of a retail mix ? 10
How a balance can be struck in a retail mix for fashion image ?
2. What are different types of food retailer ? Explain 10
with the help of suitable examples.
3. Explain Huff's law. What are its advantages and 10
disadvantages ?
4. What factors would you consider for choosing a 10
location for a store.
5. Discuss Discount store and category specialists 10
with suitable examples of your choice.

6. Discuss the prospects of possible career options in retail sector. 10
 7. Describe the different retail formats based on ownership. 10
 8. Explain the loyalty program of best Indian retailer. 10
 9. "Retail sector is one of the major contributor towards economic development". Justify the statement with the help of suitable examples. 10
 10. What are the different channel of distribution in retailing ? What are the reasons for retailers to sell their products using all the available channels of distribution ? 10
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