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**M.Sc. VISUAL MERCHANDIZING AND  
COMMUNICATION DESIGN (MSCVMCD)**

**Term-End Examination  
December, 2012**

**MFW-065 : INTRODUCTION TO RETAIL**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Write the entry barrier for International retailer for India with the help of suitable examples. 10
2. How can retailer build competitive advantage ? Justify your answer by giving suitable example. 10
3. Mention entry strategies for international retailer. Explain about Bharti and Walmart collaboration. 10
4. Write about the retailer who has strongest loyalty program. 10
5. Write the benefit of store and catalog retailing. 10

6. "Retail will be the biggest employer in India". 10  
Justify this statement by giving suitable example.
  7. Describe in detail the GROI, backward and 10  
forward integration, Intra and Inter type  
competition in retailing.
  8. Discuss the classification of food retailer with the 10  
help of suitable examples.
  9. Classify retailers based on ownership. 10
  10. Discuss the future trend of retailing with the help 10  
of suitable example.
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