

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

Term-End Examination

00265

December, 2014

MFW-065 : INTRODUCTION TO RETAIL

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **seven** questions. All questions carry equal marks.

1. "Consumers and Customers are interchangeable terminologies." Comment. 10
2. "The growth of Retail Sector is extremely crucial for any economy." Justify. 10
3. Define Retailing. What are the various services that a retailer provides ? 10
4. Explain the various distribution channels in detail. 10
5. Define Marketing Mix. Explain the components of the Retail Marketing Mix. 10
6. Discuss in detail the "Retail Accordion Theory of Retail Competition". 10

7. Discuss the recent economic, social, political and technological trends that are significantly affecting the modern Indian retailers. 10
 8. Define Retail Consumer Behaviour. Explain the applications of consumer behaviour in retailing. 10
 9. Identify the typical clearances that a Retail Store would require before starting its operations. 10
 10. List down the various different formats of retailing classified on the basis of price. 10
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