

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

Term-End Examination

00176

June, 2016

BFW-001 : FUNDAMENTALS OF RETAIL – I

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the advantages and disadvantages of store retailing. 10
2. State the merits and demerits of FDI retail. 10
3. What is multichannel retailing and why does a retailer want to have presence in all channels ? 10
4. Explain the gravitational model of site selection. 10
5. What are the functions performed by a retailer ? 10
6. List down the various acts which are applicable to the Indian Retail Industry. Write a brief note on them. 10

7. How would 100% FDI in multiple brands impact the Indian economy ? Discuss. 10
8. Discuss the 'key drivers' of growth of the Indian Retail Sector. 10
9. State the various principles that a retailer should follow while implementing the Retail Marketing Mix. 10
10. Write short notes on any *two* of the following : $2 \times 5 = 10$
- (a) Retail Accordion Theory
 - (b) Buying Decision Process
 - (c) Retail Management
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