

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

Term - End Examination

December, 2013

BFW-001 : FUNDAMENTALS OF RETAIL - I

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven questions. All questions carry equal marks.

1. What do you understand by the term "Retailing" ? 10
2. What are the functions performed by a Retailer ? 10
3. Explain the wheel of Retailing. Is this theory applicable today? Why or why not ? 10
4. List down the various acts which are applicable to the Indian Retail Industry. Write a short note on them. 10
5. Explain the Extensive Distribution Channel with examples. 10

6. How would 100% FDI in multiple brands impact the Indian economy ? 10
 7. Define Retail Consumer Behavior. Explain the various parameters in the Retail Consumer Behavior. 10
 8. Discuss the 'key drivers' of growth of Indian Retail Sector. 10
 9. To be a successful Retailer, what all qualities should one possess ? 10
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