

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

Term-End Examination

December, 2013

BFW-007 : FUNDAMENTALS OF RETAIL-II

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions.

All question carries 10 marks each.

1. Discuss the Internal Environmental factors of retail in brief. 10
2. Describe the SWOT analysis in detail. 10
3. Describe the changing landscape of retailing in India since 1950's onwards. 10
4. Describe in detail any five advantages of organized retailing over unorganized retailing. 10
5. Describe the department store retailing in brief. 10
Give suitable examples.
6. Write short notes on any two with example : 5+5=10
 - (a) Ware house retailing.
 - (b) On line retailing.
 - (c) Direct retailing.

7. What do you understand by Time/Place convenience retailing strategy ? 10
 8. What according to you are the major challenges of retailing in India ? 10
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