

**M.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (MSCFMRM)**

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Term-End Examination

December, 2013

MFW-001 : INTRODUCTION TO RETAIL

Time : 3 hours

Maximum Marks : 70

- Note : (i) Attempt any seven questions.
(ii) Each question carries equal marks.*

1. Define the terms Retail, Retailer and Retailing. Discuss various functions and benefits of retailing. 1
2. List various uncontrollable factors in retail that are beyond the scope of the retailer. 1
3. Enumerate the reasons for the retail change in India. Also list the challenges faced by the retail industry in India. Give relevant examples. 1
4. "Retail is a dynamic industry involving many career opportunities ? Discuss various career options in retail industry. Envisaging your competencies. Which option will you choose for yourself and Why ? 1
5. Explain the term retail mix. Also explain five Ps of retailing. 1
6. Discuss various guidelines, the retailers adopt in order to ensure smooth functioning of the business. 1

7. Discuss the scenario of retailing in India. **10**
8. Discuss the following major segments of retail : **10**
- (a) Food
 - (b) Apparel
 - (c) Consumer durables
 - (d) Books and Music
 - (e) Jewellery
9. Explain the impact of reasonability on retail. **10**
Discuss various retail reasons for it in detail.
10. Write short notes on the following : **2x5=10**
- (a) Retail Accordion
 - (b) Scrambled Merchandising
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