

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

Term-End Examination

December, 2013

MFW-007 : FABRIC AND GARMENT - I

Time : 3 hours

Maximum Marks : 70

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

1. Discuss in detail the Retail Environment in India. 10
2. Explain the SWOT Analysis of a retail industry with special reference to India. 10
3. Explain any three factors that should be considered by a retailer for planning a retail strategy. 10
4. Explain any five issues, related to legal Frame work for a retailer, with examples. 10
5. Describe the various types of departmental stores in India. 10
6. Write short note on any two : 5x2=10
 - (a) Variety Stores
 - (b) Super Centers
 - (c) Franchise Retailer

7. Describe what do you understand by Time/Place convenience retailing strategy. 10
 8. Discuss the major challenges being faced by the retail industry in India. 10
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