

**B.A. IN FASHION MERCHANDISING AND
PRODUCTION (BAFMP)**

Term-End Examination

December, 2013

BFD-032 : BASIC RETAILING

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. Recent advances in IT have resulted in significant increases in e-tailoring, home shopping and the delivery of products and services direct to the consumer via the internet. Discuss the implications for the traditional store based retailer. 10
2. What is meant by Retail communication mix ? 10
3. What is the major determinant of the ideal store location ? 10
4. What is the difference between primary and complimentary services in customer service decisions ? 10

OR

- What is meant by the level of services in customer services decisions ? 10

5. Discuss the merits of and problems with, using price, merchandise or promotion to compensate for poor location. 10
6. Girdhari Lal is a successful retailer of mid to high priced furniture in Delhi. He realizes, however that the retail environment has changed a great deal since he began in the furniture trade in 1965. He thinks he needs to conduct an analysis of the retail environment but does not know when and how to begin 5x3=15
- (a) What factors in the external environment should Girdhari Lal monitor ?
- (b) How can he get information on these factors ?
- (c) If Girdhari Lal finds that most of his customers are two - income families, how might he wish to react to this information ?
7. Explain what are the factors that determine the selling point of an item. 5
8. Define the following terms : 4x5=20
- (a) Cost of goods sold
- (b) Gross Margins
- (c) Mark up
- (d) Net profit
9. Describe the characteristics of a Department store and compare them with discount stores. 10
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