

**B.A. IN FASHION DESIGN  
(BAFD)**

**Term-End Examination**

**December, 2013**

**BFD-035 : RETAIL AND MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : All questions are compulsory.*

1. Answer the following questions :

- (a) Is retail growing in India ? Explain giving relevant examples. 15
- (b) How is advertising an important tool in marketing ? 15

**OR**

Discuss the two important functions of store operations in the store. 15

2. Explain in detail any three of the following questions : 20x3=60

- (a) Differentiate between a departmental store format and a shop-in-shop format in retail.
- (b) Explain the concept of merchandising planning and its impact on sales in retail.
- (c) Describe the 4 p's of marketing.
- (d) Describe the concept of promotion mix with suitable examples.
- (e) What is the impact of urban retailing on rural retailing ?

3. Write a note on any one of the following questions : **10x1=10**
- (a) What is visual merchandising ?
  - (b) Describe different kinds of retail formats.
  - (c) What do you understand by market segmentation ?
-