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

**Term-End Examination**

**December, 2012**

**BFD-032 : BASIC RETAILING**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : All questions are compulsory.*

1. Explain what is the Retail Life Cycle Theory. 10
2. What functions does the retailer carry out ? 10
3. What are the major determinant of an ideal store location ? 10
4. Define the following terms : 4x5=20
  - (a) Cost of goods sold
  - (b) Gross Margin
  - (c) Mark up
  - (d) Net profit
5. What is the meaning of sales promotion ? Give four examples of sales promotion tools. 5

6. Explain what are the factors that determine the selling point of an item. 5
7. Define 'Depth' and 'Breadth' in merchandise mix and give examples of retailers operating each of these ranging policies. 10
8. (a) What is meant by retail communication mix ? 10
- (b) How does a retailer decide on how much to spend on advertising ? 10
9. Describe three types of retailer originated sales promotions. 10
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