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

**Term-End Examination  
December, 2012**

**BFD-035 : RETAIL AND MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : All questions are compulsory.*

1. Discuss the retail scenario in India considering the traditional retailing and development of modern retail. Differentiate between external and internal store objectives. 30

**OR**

Discuss the elements of retail store operations. 30

2. Answer the following :

- (a) What is retail strategy ? Explain the process of retail planning with suitable examples. 20

**OR**

Explain the concept of franchising. Why is it popular ?

- (b) Explain the techniques of building and sustaining relationships in retailing. 20

- (c) What is target market ? Discuss the ways in which a target market can be thoroughly studied and understood. 20

**OR**

What are the benefits of urban location and what are the demerits of rural location ?

3. Write a note on *any one* : **10x1=10**
- (a) Highlight the essentials of good customer service.
  - (b) Critically analyse some of the activities that take place before opening and after closing a store.
  - (c) What does store security entail ?
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