

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

00065

December, 2014

BFW-001 : FUNDAMENTALS OF RETAIL – I

Time : 3 hours

Maximum Marks : 70

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

1. Write short notes on any *two* of the following : 10
 - (a) Retail Accordion theory
 - (b) Buying Decision process
 - (c) Retail Management
2. Define Retailing. What are the various services provided by the retailer ? 10
3. Discuss Consumer Protection Act in detail. 10
4. State the various principles that a retailer should follow while implementing the Retail Marketing Mix. 10
5. Elucidate the concept of Retail life cycle. What strategies should be emphasized at each stage ? 10
6. List the key drivers for the growth of Retail Industry in India. 10

7. What are the components in the Retail Consumer behaviour? 10
 8. Explain the significance of Retail as an industry. 10
 9. Examine the different forms and types of Retail Distribution channels with suitable examples. 10
 10. What are the main provisions of Shops and Establishments Act ? How is it applicable to the Retail Industry ? 10
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