

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

**Term-End Examination  
December, 2014**

**BFD-035 : RETAIL AND MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : All questions are compulsory.*

1. (a) Define retailing. How is retail related to marketing ? **5+10=15**  
(b) Define Branding. How does it affect the consumer in India today ? **5+10=15**

**OR**

Comment "Advertizing is the biggest influencer of consumers in India today." **15**

2. Explain in detail **any three** of the following : **20x3=60**  
(a) What are the responsibilities of a visual merchandiser in a store ?  
(b) How many types of pricing strategies do we have in retail ? Explain any two strategies in detail with relevant examples.  
(c) Define sales. How can store promotions add value to sales in the store ?  
(d) "Modern retail is about knowing your customer." Comment.  
(e) Differentiate between advertising and promotions.

3. Write a note on **any one** of the following : **10x1=10**
- (a) Explain the retail mix with the help of relevant examples.
  - (b) What are the 4P's of marketing ? Which is, as per your understanding, one of the most important 'P's in retail ?
  - (c) Write a short note on "Consumer Behaviour in India."
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