

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

Term-End Examination

December, 2014

BFD-038 : RETAIL PLANNING

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. Describe the trends of the retail industry in the past 10 years. 10
2. Recent advances in IT have resulted in significant increases in e-tailing, home shopping and the delivery of products and services direct to the consumer via internet. Discuss the implications for the traditional store based retailer. 10
3. Differentiate between Super Markets and Hyper Markets. 10

OR

Differentiate between off price retailers and warehouse clubs.

4. Discuss speciality retail format in detail. How do you differentiate it from department store formats ? 10
5. Discuss developments in India in the context of retail formats. 10

6. What are the main features of independent single store ownership structure ? How have they been able to face the onslaught of big retail formats ? 10
 7. Discuss the various demographic factors affecting buying behaviour. 10
 8. What is sustainable competitive advantage ? How can it be achieved by a retailer ? 10
 9. Discuss the status of modern retail in India. Contrast it to rural retail in India. 10
 10. Discuss the problem faced by retailers in the context of supply chain and real estate in India. 10
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