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No. of Printed Pages : 2

**BFW-001**

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

**Term-End Examination**

**December, 2015**

**BFW-001 : FUNDAMENTALS OF RETAIL – I**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** Attempt *all* questions. All questions carry equal marks.

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1. Explain the importance of retailing in the Indian economy. 10
2. What are the main bases for classifying retail firms ? 10
3. What is breadth and depth of assortment ? Support your views with examples. 10
4. Discuss in length the multi-channel retailing. 10
5. Explain the model of buying decision with suitable examples. 10

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6. List the challenges faced by Indian retailers, which are hampering their growth and development. Give suitable examples. 10
7. What factors should be considered for choosing a location for kids' stores? 10
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