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BFW-007

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

Term-End Examination

December, 2015

BFW-007 : FUNDAMENTALS OF RETAIL – II

Time : 3 hours

Maximum Marks : 70

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

1. The Indian retail market is characterised by wide geographic spread and distinct consumer preferences and increasing purchasing power of consumers. Discuss with reference to organised and unorganised retailing. 10

2. As the Indian retailing is becoming more organised, various retail formats are emerging to capture the potential of the market. Write a detailed note on "Retailing in India – Past, Present and Future." 10

3. Write short notes on the following : 5+5
 - (a) Factors affecting seasonality in retail
 - (b) Retailers' target market

4. Describe the importance of visual merchandising for increasing the business of the retailer. Also explain the various tools used for visual merchandising. 10
5. Discuss the current market scenario on the following retailing segments :
- (a) Fashion
 - (b) Food and Food Services
- Also list the various emerging segments in retail and discuss their current market scenario. 3+3+4
6. Discuss the importance of store operations with reference to the services offered to the customers. 10
7. List the various ethical aspects of retail and social responsibility followed by Big Corporate Houses in India. 10
8. Define and explain 'Private Label'. List the advantages and disadvantages of private label from the Retailers' and Consumers' points of view. 10
9. Write short notes on the following : 5+5=10
- (a) Wheel of Retailing
 - (b) Retail Life Cycle
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