

**M.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (MSCFMRM)**

00281 **Term-End Examination**  
**December, 2015**

**MFW-001 : INTRODUCTION TO RETAIL**

*Time : 3 hours*

*Maximum Marks : 70*

---

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

---

---

1. Define Retailing. List down the various functions performed by a retailer. 10
2. Does understanding consumer psychology help in promoting retail business growth ? Discuss. 10
3. Identify the different formats of retailing, on the basis of merchandise offered. 10
4. Review the typical clearances that a retailer would require before he/she starts his/her retail operation. 10

5. Discuss the demographic changes that are taking place in India. Identify the retailers who stand to gain and those who may lose out because of these changes. 10
  6. Would strategies for retailers differ in the four stages of Retail life cycle ? What strategies should be emphasized at each of the four stages ? 10
  7. What is the role of retailing in the marketing mix ? Discuss its role in the marketing channel. 10
  8. "Retailing is not just an economic activity, but also one of significant social meaning." Discuss with suitable examples. 10
  9. What are the challenges being faced by organized retail in India ? Explain with suitable examples. 10
  10. What are the opportunities and challenges faced by e-tailers in India ? 10
-