

**M.Sc. VISUAL MERCHANDISING AND  
COMMUNICATION DESIGN (MSCVMCD)**

**Term-End Examination**

**December, 2015**

**MFW-065 : INTRODUCTION TO RETAIL**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Discuss the future trend of retailing with the help of suitable examples. 10
2. What are the major indicators of modern retailing in a country ? In India, which of the these indicators have been exhibited ? 10
3. "Modern retailers have no chance to succeed in front of established and old traditional retailers." Examine this statement in the light of the SIKRI family case study. Quote a few examples to strengthen your point of view. 10
4. Evaluate the role of 'Credit Card Boom' in giving a boost to Indian retailing. Support your answer with the help of examples. 10

5. Define 'supermarket stores'. Give examples of five Indian and five international supermarket stores. Write an explanatory note on any one Indian and one international supermarket store. 10
  6. Discuss the classification of food retailers with the help of suitable examples. 10
  7. Can E-tailing be a successful independent format of retailing? Discuss giving examples. 10
  8. "Retail will be the biggest employer in India." Justify this statement with the help of suitable examples. 10
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