

00873

**B.Sc. (RETAIL AND FASHION MERCHANDISE)
(BSCRFM)**

Term-End Examination

December, 2016

BFR-001 : FUNDAMENTALS OF RETAIL - I

Time : 3 hours

Maximum Marks : 70

Note : (i) Attempt any seven questions.

(ii) All questions carry equal marks.

-
-
1. What are the different functions in which a career in retail sector is possible ? Also state the qualities that an individual needs to possess. 10
 2. List the suggested guidelines for successful retail operations. 10
 3. Explain the different forms and types of Retail distribution channels. 10
 4. Write a note explaining the Wheel of Retailing theory of Retail Competition. What is the theory's major strength and weakness ? 10
 5. Define Market segmentation and the variables that marketers use to segment consumer markets. 10

6. Discuss any two acts applicable and their impact on the retail business in India. 10
 7. Define Retail Consumer Behaviour. What are the advantages of understanding consumer behaviour ? 10
 8. What are the factors that have contributed to the growth of organized retail in India ? 10
 9. Write a note highlighting the significance of retail as sunrise industry. 10
 10. Define Marketing Mix. Discuss the elements of Marketing Mix with suitable examples. 10
-