

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

Term-End Examination

00151

December, 2017

BFW-001 : FUNDAMENTALS OF RETAIL – I

Time : 3 hours

Maximum Marks : 70

***Note :** Attempt any **seven** questions. All questions carry equal marks. Standard symbols and notations have usual meanings.*

1. Write short notes on any **two** of the following : $2 \times 5 = 10$
 - (a) Retail Life Cycle
 - (b) Consumer vs Customer
 - (c) Consumer Behaviour

2. Describe the Wheel of Retailing Theory of Competition. What are the major strengths and weaknesses of this theory ? 10

3. What stages are involved in the consumer's buying decision process ? Explain the stages in detail. 10

4. Define Retailing. State the characteristics and functions of the retailer. 10

5. Review the typical clearances that a retail store would require before starting its operations. 10
 6. What, according to you, is the impact of the caps imposed on FDI in retail ? 10
 7. Discuss the demographic changes that are taking place in India, which are impacting the growth of Indian retail sector. 10
 8. Explain how a retailer, as a marketing intermediary, makes the distribution of goods from a producer to a consumer more efficient. 10
 9. “For a successful retail marketing management, all the elements of retail marketing mix activities have to be blended well.” Comment and discuss this statement and explain with retail examples of how the elements of retail marketing mix could be blended to ensure the success of retail operation. 10
 10. “Manpower challenges are the key issues that need to be addressed by the retail sector in India at the moment.” Do you agree with this statement ? Pinpoint the business opportunities that are available for organized retailers in India. 10
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