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**B.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM)**

Term - End Examination

June, 2012

BFW-001 : FUNDAMENTALS OF RETAIL - I

Time : 3 hours

Maximum Marks : 70

Note : (i) *Attempt any seven question.*
(ii) *All questions carry equal marks.*

1. Describe the importance of retailing in the Indian economy. 10
2. What function does a retailer carries out ? Provide the example of function. 10
3. What are the main bases for classifying retail firms ? 10
4. Explain about breadth and depth of assortment. Support your view with examples. 10
5. Give an example of Indian retailer, which according to you have best retail mix. 10

6. Explain the model of buying decision with suitable examples. 10
 7. What strategy a retailer need to use to identify the target market ? 10
 8. Write the advantages and disadvantages of store retailing. 10
 9. Briefly discuss about multi-channel retailing. 10
 10. What factor should be considered for choosing a location for kids stores ? 10
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