

00925

**B.A. IN FASHION MERCHANDISING AND
PRODUCTION**

Term-End Examination

June, 2012

BFD-032 : BASIC RETAILING

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. What have been the main trends in retailing over the past ten years ? 10
2. What problems are faced by independent traders and how have they tried to overcome them ? 5
3. Describe the characteristics of a department store and compare them with speciality stores. 10
4. Recent advances in IT have resulted in significant increases in e - tailing, home shopping and the delivery of products and services direct to the consumer via the internet. Discuss the implications for the traditional store - based retailer. 10

5. Describe the main demographic trends of interest to retailers. 10
6. What are the elements of the micro environment ? 5
7. How does the formation of a Vertical Marketing System (VMS) help the retailers ? 5
8. List the factors to be taken into account when choosing a specific site. 5
9. Discuss the merits of and problems with using price, Merchandise or Promotion to compensate for poor location. 10
10. (a) What factors determine the selling price of an item ? 5
(b) Give four reasons for mark downs. 5
11. (a) What is meant by retail communication mix ? 5
(b) Describe main types of media used by retailer. 5
(c) What are the factors to be considered in media selection ? 5
12. Describe three types of retailer sales promotions originated. 5