

**B.A. IN FASHION DESIGN
(BAFD)**

**Term-End Examination
June, 2012**

00035

BFD-035 : RETAIL AND MARKETING

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. What are the basic principles of retail business ? 30
Differentiate between organized and unorganized retailing with suitable examples.

OR

Discuss the threats faced by the Indian Retail Industry.

2. Answer the following :
(a) What do you mean by retail mix ? Discuss 20
the concept of retail positioning.

OR

Explain the concept of store administration and management of a store floor. Discuss the duties and responsibilities of a retail store manager in today's competitive world.

- (b) What do you understand by customer service ? Discuss the role of customer loyalty in retailing. 20
- (c) Describe the classification of retail formats. 20

OR

Name and describe the elements of the marketing mix, with examples.

3. Write a note on any *one* : 10x1=10
- (a) What is store location ? How can store location problem be solved in an effective manner ? Discuss with suitable example.
- (b) Write a note on Impact of political environment and Impact of technology on marketing.
- (c) Write a note on the changing scenario of retail store management in India.
-