

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

Term-End Examination

00453

June, 2014

BFW-001 : FUNDAMENTALS OF RETAIL – I

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **seven** questions. All questions carry equal marks.

1. Write short notes on any **two** of the following : 10
 - (a) Retail life cycle
 - (b) Consumer Behaviour
 - (c) Consumers vs. Customers
2. Define Retailing. What are the various functions that a retailer performs ? 10
3. Explain Consumer Protection Act. 10
4. Define Marketing Mix. What are the various elements that constitute the marketing mix ? 10
5. Write a note on "Retailing theory". Examine major strengths and weaknesses of retailing theory. 10
6. What are the steps involved in the Buying Decision Process ? 10
7. Examine the factors leading to the growth of organized retail in India. 10

8. Explain the various distribution channels in Retail. *10*
 9. List and describe three significant careers in retailing and the skills needed for it. *10*
 10. "Retailing is the final stage of any economic activity." Justify. *10*
-