

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

**Term-End Examination**

**00084**

**June, 2014**

**BFW-007 : FUNDAMENTALS OF RETAIL – II**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. The Indian retail market is characterised by wide geographic spread and distinct consumer preferences and increasing purchasing power of consumer. Discuss with reference to organised and unorganised retailing. 10
2. Enumerate the various reasons for the retail change in India. What are the challenges faced by the Indian retailers nevertheless ? 5+5=10
3. As the Indian retailing is getting more organised, various retail formats are emerging to capture the potential of the market. Write a detailed note on Retailing in India — past, present and future. 10
4. Retailing is the set of business activities that add value to the products and services sold to the consumers for their personal or family use — comment. Also discuss the functions of the retailer. 5+5=10

5. Retailing is one of the pillars of the economy in India. Discuss the Indian retail scenario with reference to organised and unorganised retailing. 10
  6. Explain how a retailer, as a marketing intermediary, makes the distribution of goods from a producer to a customer more efficient. 10
  7. To what extent do you think that multi-outlet retailers have become too powerful ? What are the negative aspects of a highly concentrated retail industry ? 10
  8. Critically describe the goals and objectives of a retail organisation by giving relevant examples. 10
  9. The success of a retail store largely depends on how accurately the sales forecasts have been done. Explain this statement and also discuss various techniques used to perform the sales forecast. 10
  10. Write short notes on any *two* of the following :  $2 \times 5 = 10$ 
    - (a) Niche Retailers
    - (b) Catalogue Retailing
    - (c) Factory Outlets
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