

**M.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

00064

June, 2014

MFW-001 : INTRODUCTION TO RETAIL

Time : 3 hours

Maximum Marks : 70

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

1. "A consumer is someone who can make the decision." Comment. 10

2. Why do you think that in recent times the Indian middle class has shed its "saving mentality" and adopted "spending attitude" ? How is this impacting our retail sector ? 10

3. Define Retailing. What are the various services that a Retailer provides ? 10

4. Explain the different forms and types of Retail Distribution Channels. 10

5. Explain the concept of Retail life cycle. What strategies should be emphasized at each stage ? 10

6. What are your views in terms of FDI caps imposed on retail sector ? 10

 7. "It is the effective blending of all the elements of retail marketing mix activities within the retail organisation that determines the success of Retail Marketing Management." Discuss this statement with suitable examples. 10

 8. What are the steps involved in the buying-decision process ? 10

 9. What does the Consumer Protection Act state ? Explain. 10

 10. Differentiate between a Hypermarket, a Departmental store and a Supermarket. 10
-