

**M.Sc. VISUAL MERCHANDISING AND
COMMUNICATION DESIGN (MSCVMCD)**

Term-End Examination

00246

June, 2014

MFW-065 : INTRODUCTION TO RETAIL

Time : 3 hours

Maximum Marks : 70

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

1. Are the customer and consumer one and the same ? Explain with suitable examples. 10
2. Define Retailing. Why is retailing important for an economy ? 10
3. To be a successful retailer, what all qualities should one possess ? 10
4. How is Retailing and Marketing inter-related ? Explain with the help of suitable examples. 10
5. Define Marketing Mix. What all principles should one follow while implementing the Retail Mix ? 10
6. Describe the Retail Accordion theory of Retail Competition. What are the theory's major strengths and weaknesses ? 10

7. Discuss the business opportunities available for organised retailers in India. 10
 8. Identify the various demographic changes that constitute the growth of Indian Retail Sector. 10
 9. Describe in detail the “Shops and Establishments Act.” 10
 10. Differentiate between a hypermarket, a departmental store and a supermarket. 10
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