

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

Term-End Examination

00186

June, 2016

BFW-007 : FUNDAMENTALS OF RETAIL – II

Time : 3 hours

Maximum Marks : 70

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

1. Describe the general environment of retail in detail. 10
2. Describe the Porter's five forces model with respect to retailing. 10
3. What is the future of organized retailing in India from your point of view ? 10
4. Describe any five responsibilities of a retailer towards society. 10
5. Describe the importance of retailing from the point of view of Indian economy. 10
6. What do you understand by retail seasons in India ? Explain. 10

7. Describe the prospects of on-line retailing in India.

10

8. Write short notes on any *two* of the following :

5+5=10

- (a) Departmental Retailing
 - (b) Chain Store Retailing
 - (c) Warehouse Retailing
 - (d) Niche Retailing
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