

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

Term-End Examination

00104

June, 2017

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 : $2 \times 5 = 10$
 - (a) Retail Accordion Theory
 - (b) Consumer vs Customer
 - (c) Buying Decision Process

2. Define Retailing. Elucidate the functions that are performed by a retailer. 10

3. "The Consumer Protection Act of 1986 is the law governing consumer protection." How does the Consumer Protection Act protect the rights of Indian consumers ? 10

4. Compare the current status of organized retailing in India with the international scenario. 10

5. State the principles that the retailer should follow while implementing the Retail Marketing Mix. 10
 6. Identify the major strengths and weaknesses of the wheel of retailing theory of retail competition. Do you think that this theory has practicability in today's scenario ? 10
 7. What are your views in terms of FDI caps imposed on the retail sector ? 10
 8. What are the manpower challenges that need to be addressed by the retail sector in India at the moment ? Identify the business opportunities that are available for organized retailers in India. 10
 9. Identify a recent economic, social, political and technological trend that has significantly affected modern retail. Give examples. 10
 10. What are the key components in Retail Consumer Behaviour ? Explain the various parameters in retail consumer behaviour. 10
-