

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

Term-End Examination

00174

June, 2017

BFW-007 : FUNDAMENTALS OF RETAIL – II

Time : 3 hours

Maximum Marks : 70

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

1. What do you understand by task environment of a retail organization ? Explain with the help of suitable examples. 10

2. Explain any five demographic factors that a retailer should consider in its strategy. 10

3. Discuss any five factors each that can provide a retailer strength and opportunities. 10

4. Describe in detail Vertical Price Fixing and Discriminatory Pricing with suitable examples. 10

5. Explain the current laws related to FDI in retail. 10

6. Discuss in detail, department store retailing with examples. 10

 7. How does retailing impact an economy ? Elaborate. 10

 8. Explain the scope of online retailing for India, with the help of suitable examples. 10
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