

**B.Sc. RETAIL AND FASHION MERCHANDISE  
(BSCRFM)**

00934

**Term-End Examination**

**June, 2017**

**BFR-001 : FUNDAMENTALS OF RETAIL-I**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Explain the importance of retail in an economy. Identify the various services that a retailer provides for. 10
2. Discuss the legal issues affecting retail in India. 10
3. Define "Retail Marketing Mix." Explain each element of retail marketing mix. 10
4. Describe the demographic trends which are influencing the growth of organized retail in India. 10
5. Write short notes on the following : 10
  - (a) Distribution Intensity
  - (b) Retail Life Cycle

6. Discuss the benefits and limitations of modern retail. 10
  7. "The objectives of market segmentation are to more accurately meet the needs of selected customers in a more profitable way." Comment. 10
  8. Critically analyze any five key professional career roles in retailing. State the qualities that are needed to be successful in these careers. 10
  9. Discuss the emergence of modern retailing formats in India. 10
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