

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

Term-End Examination

June, 2017

00694

BFR-006 : FUNDAMENTALS OF RETAIL - II

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the task environment with regard to retailing with suitable example. 10
2. Discuss any five economic factors that affect the retail consumer. 10
3. Explain various types of retail competitions with examples. 10
4. Explain the consumer's basic right as framed by the Consumer Guidance Society of India. 10
5. What is retail strategy ? Explain the various components of retail strategy. 10
6. Discuss the various formats based on department store retailing with examples. 10

7. What do you understand by food related retailing in India ? Discuss the different formats. 10
8. What is off-price retailing ? Discuss its various formats. 10
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