

**M.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (MSCFMRM)**

**Term-End Examination**

**June, 2017**

00492

**MFW-001 : INTRODUCTION TO RETAIL**

*Time : 3 hours*

*Maximum Marks : 70*

---

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

---

1. Define Retailing. What is the role of retailing in the marketing mix and in the marketing channel ? 10
  
2. Explain the different types of classifications of retail organisations. Supplement your answer with examples. 10
  
3. How do retailers use the strategies of segmentation and targeting to understand the marketplace of a retail shopper better ? 10

4. Explain how a retailer, as a marketing intermediary, makes the distribution of goods from a producer to a consumer more efficient. 10
  5. Map out the career path for a retail professional. Analyse the various key professional careers in retailing. 10
  6. Write an essay on the "Wheel of Retailing theory of retail competition". 10
  7. Discuss the key drivers of modern trade in retail in India. 10
  8. Explain the retail market structure in India. Discuss the key differences between the organised and unorganised retailing scenario in India. 10
  9. Write an essay on the FDI norms in India. 10
-