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BFW-001

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

Term-End Examination

June, 2015

00323

BFW-001 : FUNDAMENTALS OF RETAIL - I

Time : 3 hours

Maximum Marks : 70

Note : All questions are compulsory. All questions carry equal marks.

1. (a) Define Retailing. Discuss the various functions performed by the retailer.
(b) Discuss the Indian retail scenario with respect to organised and unorganized retailing. 5+5=10
2. Write a detailed note on the Retail lifestyle. 10
3. Discuss the various career options in the retail industry. Which option will you choose for yourself and why? 10
4. What is Retail Mix? Explain it in detail. 10
5. Explain in detail the various uncontrollable factors in retail that are beyond the scope of the retailer. 10

6. List the reasons for increased interest of international companies in the Indian market. 10

7. Write short notes on the following : 5+5=10

(a) Retail Accordion

(b) Scrambled Merchandise
