

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

**Term-End Examination**

**June, 2015**

**00234**

**BFW-007 : FUNDAMENTALS OF RETAIL – II**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. (a) "Retail is the final stage of any economic activity." Comment.
- (b) Explain the benefits of Retailing. 4+6=10
2. "Retailing is a people centric industry and is one industry which simultaneously involves many skills and disciplines." Discuss the various career options in retail industry in detail. 10
3. List the various reasons for the retail change in India. What are the challenges faced by the Indian retailers ? 10
4. Explain the term Retail Franchising. List the possible advantages and disadvantages of retail franchising to
  - (a) the franchisor, and
  - (b) the various franchisee partners who are associated with the franchisor. 5+5=10

5. Write short notes on the following : 5+5=10
- (a) Satisfactory retail experience offered by the retailer to its customers.
  - (b) Satisfactory retail services offered by a retailer to its customers. Give relevant examples.
6. Explain the term Direct Marketing. List the various advantages and disadvantages of Direct Marketing. 10
7. Write short notes on the following : 5+5=10
- (a) Vertical Price Fixing
  - (b) Discriminatory Pricing Policy
8. Discuss the impact of Seasonality of Retail. Discuss the various retail seasons in detail. 10
9. An independent retailer enjoys complete control over his stores. List the various features, advantages and disadvantages of an independent retailer. 10
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