

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

Term-End Examination

June, 2015

00380

MFW-001 : INTRODUCTION TO RETAIL

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven questions. All questions carry equal marks.

1. Define Retailing. State the characteristics of a retailer. 10
2. Discuss the demographic changes that are taking place in India, which will impact the growth of Indian Retail Sector. 10
3. Explain the concept of the Retail life cycle. What strategies should be emphasized at each stage ? 10
4. In your opinion, state how 100% FDI in multiple brands would impact the Indian economy. 10

5. Define Consumer Behaviour. Illustrate and explain the consumer behaviour process with the help of examples. 10
 6. Write an essay on the various acts (legal) applicable to the Indian Retail Industry. 10
 7. Identify the different formats of Retailing on the basis of ownership. 10
 8. Define Marketing Mix. What are the various elements in it ? 10
 9. Can E-tailing be a successful independent format of retailing on its own ? Justify. 10
 10. Explain how a retailer, working as a marketing intermediary, makes the distribution of goods from a producer to a consumer more efficient. 10
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