

**B.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM)**

Term - End Examination

December, 2011

BFW-001 : FUNDAMENTALS OF RETAIL - I

Time : 3 hours

Maximum Marks : 70

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

1. Define the term Retail, Retailer and Retailing. 10
Discuss the various benefits and functions of retailing.
2. Discuss the retail industry in India with respect to organised and unorganised sectors. 10
3. Discuss *any three* segments of retail. 3+3+4
 - (a) Food.
 - (b) Apparel.
 - (c) Consumer Durable.
 - (d) Books and Music.
 - (e) Jewelry.
4. Retailer is often referred to as the channel captain. 10
Discuss. Enumerate the retailers role in the channel of distribution.

5. Enumerate the reasons for the retail change in India. Also, list the challenges faced by the retail industry in India. 10
 6. Retail is a dynamic industry involving many career opportunities. Discuss the various career options in the retail industry and also explain which career option would you choose for yourself and why ? 10
 7. Discuss the scenario of retailing in India - past, present and future. 10
 8. Define Marketing Mix. Discuss the importance of Marketing Mix in Retail. 10
 9. Discuss the various guidelines the retailer adopt in order to ensure smooth functioning of the business. 10
 10. Write short note on : 5+5
 - (a) Wheel of Retailing.
 - (b) Conflict Theory.
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