

**M.Sc. VISUAL MERCHANDIZING AND  
COMMUNICATION DESIGN (MSCVMD)**

**Term-End Examination**

**December, 2011**

**MFW-065 : INTRODUCTION TO RETAIL**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Attempt any seven out of the following questions.*

*All questions carry equal marks.*

1. "The coming up of modern retailers like supermarket means the end of traditional retailers like KIRANA STORES." Examine this statement in the light of the Sikri family case study. Quote a few examples to strengthen your point of view. 10
2. Describe in detail the past, present and future of Indian retailing. 10
3. What are the major retail formats ? Define them and explain their features giving at least five examples of each from India and five examples of each from abroad. 10
4. What are the major indicators of modern retailing in a country ? In India, which of these indicators have been exhibited ? 10

5. What are the major theories of retail ? Describe them in detail. 10
6. "Modern retailers have no chance to succeed in front of established and old traditional retailers." Examine this statement in the light of the Sikri family case study. Quote a few examples to strengthen your point of view. 10
7. Evaluate the role of "Changing Indian Women" in giving a boost to Indian retailing. Support your answer with the help of examples. 10
8. Evaluate the role of "Credit Card Boom" in giving a boost to Indian retailing. Support your answer with the help of examples. 10
9. Define hypermarket stores. Give examples of **five** Indian and **five** International hypermarket stores. Write an explanatory note on any one Indian and one International hypermarket store. 10
10. Define supermarket stores. Give examples of **five** Indian and **five** International Supermarket Stores. Write an explanatory note on any **one** Indian and **one** International Supermarket Store. 10

- 11. Define Convenience Stores. Give examples of five Indian and five International Convenience Stores. Write an explanatory note on any one Indian and one International Convenience Store. 10**
- 12. Mention and explain in detail the evolution of a retailer through the various stages, commencing from an independent MOM and POP store. 10**
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