

00106

**B.A. IN FASHION MERCHANDISING AND
PRODUCTION**

Term-End Examination

December, 2011

BFD-032 : BASIC RETAILING

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. What functions does the retailer carry out ? 10
2. What are the main basis for classifying retail firms ? 5
3. Describe the characteristics of a departmental store and compare them with discount stores. 10
4. Multiple retailing has assumed a dominance over channels of distribution that is becoming increasingly difficult to break. How do you account for this dominance and what are the implications of this situations for other distributive organizations ? 10
5. What are the two levels of retailing environment ? 5

6. What are the major technological factors affecting retailing ? 5
7. What is the major determinant of the ideal store location ? 5
8. The three keys to success in retailing are location, location, location. Discuss the merits of the location of a local retail store in relation to its target market. 10
9. Define 'depth' and 'breadth' in the merchandise mix and give examples of retailers operating each of these ranging policies. 5
10. Define the following terms : 10
 - (a) Cost of goods sold
 - (b) Gross Margin
 - (c) Mark-up
 - (d) Net profit
11. (a) What are the six main methods of retail communication ? 10
 - (b) Explain the difference between promotional and corporate advertising. 5
12. Does the selling process end with 'closing the sale' ? If not, why not ? 5
13. What is the meaning of sales promotion ? Give four examples of sales promotion tools. 5