

**B.A. IN FASHION DESIGN  
(BAFD)**

**Term-End Examination  
December, 2011**

**BFD-035 : RETAIL AND MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : All questions are compulsory.*

1. Answer the following questions :
- (a) What are the basic principles of retail business ? Discuss. 15
- (b) Discuss the retail scenario in India considering the traditional retailing and development of modern retail. 15

**OR**

What do you mean by retail mix ?  
Elaborate.

2. Explain in detail *any three* : 20x3=60
- (a) Differentiate between external and internal store objectives.
- (b) Explain the concept of store management and store administration of a store floor. What are the duties and responsibilities of a retail store manager in today's competitive world ?

- (c) Describe the classification of retail formats.
- (d) What are the benefits of urban location and what are the demerits of rural location ?
- (e) Critically analyse some of the activities that take place before opening and after closing a store.

3. Write a note on *any one* : **10x1=10**

- (a) Explain the concept of promotion mix with suitable examples.
  - (b) "Customer is the King in retailing" comment on the statement.
  - (c) What do you mean by inventory management ?
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