

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

Term - End Examination

June, 2011

BFW-001 : FUNDAMENTALS OF RETAIL - I

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions. Each question carries equal marks.

1. (a) Define Retailing. Discuss the various 5+5
functions performed by the retailer.
(b) Discuss the Indian retail scenario with
respect to organised and unorganised
retailing.
2. List the challenges faced by Indian retailers, 10
hampering their growth and development. Give
relevant examples.
3. While Indian consumers have aspired to own 10
International brands, India's large population base
has been in turn an aspirational market for
international companies. List the reasons for
increased interest of International companies in
Indian market.

4. Enumerate the retailers role in the channel of distribution. What factors would the retailer consider in selecting his suppliers ? 10
5. Discuss the various career options in the retail industry. Which option will you choose for yourself and why ? 10
6. (a) A successful retailer is one who is able to balance customer satisfaction and profits. Comment. 5+5
(b) List the major segments of the retail industry in India.
7. Write a detailed note on the Retail Lifestyle. 10
8. List the various uncontrollable factors in retail that are beyond the scope of the retailer. 10
9. Explain the term Retail Mix. Explain the Five P's of Retailing. 10
10. Write notes on : 5+5=10
(a) Retail Accordion.
(b) Scrambled Merchandise.