

00104 B.Sc. FASHION MERCHANDIZING & RETAIL  
MANAGEMENT (BSCFMRM)

Term-End Examination

June, 2011

BFW-007 : FUNDAMENTALS OF RETAIL - II

Time : 3 hours

Maximum Marks : 70

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

1. Explain the term Retail Franchising. List the 5+5 possible advantages and disadvantages of retail franchising to :
  - (a) The Franchisor and
  - (b) The various franchisee partners who are associated with the franchisor.
  
2. Discuss the current market scenario on *any four* of the following :  $2\frac{1}{2}+2\frac{1}{2}+2\frac{1}{2}+2\frac{1}{2}$  retailing segments :
  - (a) Fashion.
  - (b) Food and food services.
  - (c) Jewellery.
  - (d) Books and music.
  - (e) Consumer durables.

3. Various forces of environment determine the retailers operational strategy. List the various General Environment factors that influence the retailers operational strategy. 10
4. Write short notes on the following : 5+5
  - (a) Satisfactory Retail experience offered by the retailer to its customers.
  - (b) Satisfactory Retail Services offered by a Retailer to its customers. Give relevant examples.
5. Direct selling strategy is beneficial to all - to the seller, to the company and to the customers. List the advantages and disadvantages of direct selling. 10
6. List the various ethical aspects of retail and social responsibility followed by Big Corporate Houses in India. 10
7. Define the meaning and importance of Private Label. Also list the advantages and disadvantages of Private Label from Retailer and Consumer Point of view. 10
8. Discuss Retail Seasonality with reference to different Seasons in India. List the various factors affecting Retail seasonality. 10

9. Write detail notes on 5+5
- (a) Chain Stores
  - (b) Exclusive Brand Outlets (EBO)
10. Write a note on retail - Past, Present and Future. 10
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