M.Sc. VISUAL MERCHANDIZING AND COMMUNICATION DESIGN (MSCVMCD)

00534

Term-End Examination

June, 2011

MFW-065 : INTRODUCTION TO RETAIL

Time : 3 hours　　　　　　　　*Maximum Marks : 70*

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

1. Define retailing with specific reference to its　**10** functions. Explain these functions with the help of an example.

2. "The past of Indian retailing is dead, finished and　**10** long buried". Evaluate this statement thereby emphasising the past of Indian retailing.

3. What the future of Indian retailing looks like　**10** keeping in mind the changes taking place in the Indian retail environment ?

4. Evaluate the role of oversupply of brands in giving　**10** a boost to Indian retailing. Support your answer with the help of examples.

5. What is the importance of the factor of growing affluence in the growing modern retailing ? Support your answer with the help of examples. **10**

6. Define departmental stores. Give examples of five Indian and five International departmental stores. Write an explanatory note on any one Indian and one International departmental store. **10**

7. Define variety stores. Give examples of five Indian and five International variety stores. Write an explanatory note on any one Indian and one International variety store. **10**

8. What is the difference between MBOs and SIS ? Mention the various payment options between the retailers and manufacturers. Which option will be preferred by each one of them in the short run and long run ? **10**

9. Write an explanatory note on the evolution of retail commencing from the stage of independents. Support your answers with examples. **10**

10. "The modern and traditional retail are always coexistent". Comment on this statement giving the advantages and disadvantages of these two retail types. **10**

11. "Indian retail stores are nothing when compared to their western counterparts, when we talk in terms of their size". Examine this statement in view of the store of Gallerie L'Afayette. **10**

12. What are the main factors contributing to the growth of modern retailing in India ? Describe any three of them in detail with examples. **10**