

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

Term-End Examination

June, 2011

BFD-035 : RETAIL AND MARKETING

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory.

1. Answer the following questions :

- (a) Explain the role/ functions of a retailer with suitable examples. 15
- (b) What are chain stores ? Discuss their advantages and disadvantages. 15

OR

What are the recent trends in store location decisions ?

2. Answer the following :

- (a) Differentiate between organized and unorganized retailing with suitable examples. 20

OR

What do you mean by situational analysis in strategic retail planning process ?

- (b) What do you mean by retail strategy ? 20
Explain the process of retail planning with examples wherever necessary. What could happen if a firm does not develop such a strategy ?
- (c) Explain the concept of marketing mix and describe the elements of marketing mix with an example. 20

OR

What do you mean by brand ? Describe the process of branding with examples.

3. Write a note on *any one* : 10x1=10
- (a) Discuss the elements of retail store operations.
- (b) What are the activities that takes place during trading hours ?
- (c) Discuss the role of customer loyalty in retailing.
-