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M.A. FRM
Term-End Examination
June, 2011

MFM-024 : FUNDAMENTALS OF RETAILING

Time : 3 hours

Maximum Marks : 100

Note : Attempt any 3 questions from section one, section two is compulsory.

SECTION ONE

Attempt any three

1. Write short notes on *any two* of the following : 2x10=20
 - (a) Hyper market
 - (b) SKU
 - (c) Consumer Cooperative
 - (d) Electronic point of sale signage

2. Define Retailing. Write a detailed note on the 20
unique aspects of retailing and role of retailing in
the apparel industry.

3. What are the retail mix elements ? Enlist and explain the retail mix elements of any **two** of the following stores : **20**

- (a) Lifestyle
- (b) Landmark
- (c) VLCC
- (d) Tanishq

4. What are the steps in the process of retail format selection ? **20**

Assume that you are the retail head for a Brand that markets **one** of the following product categories. Suggest and justify the best format for operating in Gurgaon. (You can decide the 4Ps for your brand and mention them in your answer, to explain your answer clearly)

- Books
- Cosmetics
- Formal womens wear.

SECTION TWO

5. Write True or False : 4x5=20
- (a) There are FDI restrictions laid out by the government in multi-brand retailing.
 - (b) Non-store formats usually have higher prices than store formats.
 - (c) Amway is an example of a direct selling retailer in India.
 - (d) Hedonic needs are associated with fun and enjoyment.
6. Fill in the blanks : 4x5=20
- (a) Big Bazaar and _____ are two different retail formats of the Future group.
 - (b) _____ is the last step in the customer buying process.
 - (c) McDonalds' is a classic example of _____ in the retail classification by _____.
- _____