

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

Term-End Examination

December, 2013

MFW-065 : INTRODUCTION TO RETAIL

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven questions.

All questions carry equal marks.

1. "Retailing is the final stage of any economic activity". Justify. 10
2. Explain the concept of the Retail Life cycle and discuss its applicability in the Indian context. 10
3. State the characteristics of Vertical Marketing system. 10
4. What are the pre requisites qualities that one should possess for successful Retailing ? 10
5. Define "Marketing Mix". What are the various elements in it ? 10
6. According to you , what would be the impact on Indian economy, if 100 % FDI in multi brands is allowed ? 10

7. Discuss the demographic changes that are taking place in India, which are impacting the growth of Indian Retail sector. 10
 8. Identify , all the clearances that would a Retail store require before it starts its operation in India. 10
 9. Explain " E - tailing in India" in detail. How is "brick and mortar" different from "Click and Mortar" ? 10
 10. Identify the different formats of Retailing on the basis of ownership. 10
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