

**B.Sc. FASHION MERCHANDIZING AND  
RETAIL MANAGEMENT (BSCFMRM)**

**Term-End Examination**

**December, 2012**

**BFW-007 : FUNDAMENTALS OF RETAIL-II**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Attempt **any seven** questions. **Each** question carries **10** marks.*

1. Retailing is the set of business activities that add value to the products and services sold to the consumers for their personal or family use comment. Also, discuss the functions of the retailer. **10**
2. Retailing offers many choices in terms of career. List the various choices of career in the retail industry in India. **10**
3. Discuss the 4Ps of Marketing. Also, discuss the 3 extra Ps' of modern marketing mix. **10**
4. Retailing is one of the pillars of the economy in India. Discuss the Indian retail scenario with reference to organised and unorganised retailing. **10**

5. Discuss in detail : 5+5
- (a) Retail Accordion
  - (b) Retail Life cycle
6. (a) Explain the term Target Market. 10
- (b) Retailing Mix is a specialised form of marketing mix for retailers. Explain with reference to the five Ps' of retailing.
7. (a) Discuss the role of seasons in the fashion retail industry. Give at least two relevant examples of seasonal promotions. 5+5
- (b) List the factors affecting seasonality in retail.
8. (a) Retail trends mirror trends in a nation's overall economy. Discuss the impact of retailing in the economy. 5+5
- (b) Discuss the future of fashion retail in India.
9. Write a detailed note on Retailing in India - Past, present, and future. 10
10. Write notes on : 5+5
- (a) Retailer's role in the channel of distribution.
  - (b) Emerging retail formats in India.
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