

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

**Term-End Examination**

**December, 2014**

00166

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

*Time : 3 hours*

*Maximum Marks : 70*

---

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

---

1. "Retailing is a people-centric industry and is one industry which simultaneously involves many skills and disciplines." Discuss the various career options in retail industry in detail. 10
2. Explain the term channel of distribution. Discuss the retailer's role in the channel of distribution. How does the retailer act as the "Channel Captain" ? 2+5+3=10
3. Enumerate the various reasons for the increased interest of international players in Indian retail market. 10
4. Retailing offers many choices in terms of career. List the various choices of career in the retail industry in India. 10
5. Retailing Mix is a specialized form of Marketing Mix for retailers. Explain with reference to the five P's of retailing. 10

6. Retailing is not just an economic activity, but also one of significant social meaning. Discuss. 10
  7. Looking at the present upsurge of retail in India, what are the various categories of retail in the organised market ? 10
  8. What do you mean by retail business ? What are its basic principles ? Explain the roles of a retailer in a competitive business environment, with the help of suitable examples. 2+3+5=10
  9. Various forces of environment determine the retailers' operational strategy. List the various general environment factors that influence the retailers' operational strategy. 10
  10. Define the meaning and importance of Private Label. Also list the advantages and disadvantages of Private Label from the retailer and the consumer point of view. 4+6=10
-