

**M.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (MSCFMRM)**

**Term-End Examination**

00485

**December, 2014**

**MFW-001 : INTRODUCTION TO RETAIL**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. "Customers and Consumers are interchangeable terminologies." Comment. 10
2. List down five prospective careers in Retailing and the skills required to be successful in them. 10
3. Write an essay on benefits and challenges of Organized Retail in India. 10
4. Discuss the demographic changes that are taking place in India. Identify retailers, those who gain and those who lose because of these changes. 10
5. Compare Conventional Distribution System and Vertical Marketing System. 10

6. Write an essay on the Wheel of Retailing Theory of Retail Competition. 10
  7. What impacts would 100% FDI in multi-brand retailing have on the Indian Economy ? 10
  8. List down the various different formats of Retailing, classified on the basis of price. 10
  9. "In spite of the fact that Internet has empowered consumers in the shopping process, still many customers do not shop online." Discuss. 10
  10. What is Retailing ? What is its role in Marketing ? 10
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