

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

00033 **Term-End Examination**

**December, 2016**

**BFW-001 : FUNDAMENTALS OF RETAIL – I**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What are the main provisions of the Shops and Establishments Act ? How is it applicable to the retail industry ? 10
2. Examine the different forms and types of Retail Distribution Channels with suitable examples. 10
3. Discuss the significance of Retail as an Industry. 10
4. What are the components in the retail consumer behaviour ? 10
5. Elucidate the concept of Retail life-cycle. What strategies should be emphasized at each stage ? 10

6. Explain the Wheel of Retailing. Is this theory applicable today ? Why or why not ? 10
  7. Discuss the differences between supermarkets and category specialists. 10
  8. What is a loyalty programme ? Explain the loyalty programme of your choice of retailer. 10
  9. Define retailing. Explain the growth strategies for retail business. 10
  10. Breadth and depth are the important parts of retail mix. Explain with suitable examples the product breadth and depth of retail mix. 10
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