

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

Term-End Examination

December, 2016

00223

BFW-007 : FUNDAMENTALS OF RETAIL – II

Time : 3 hours

Maximum Marks : 70

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

1. Explain internal environment of retailing in detail. 10
2. Describe the SWOT analysis in brief with respect to retailing, with suitable examples. 10
3. According to you, what is the future of organized retailing in India ? 10
4. Is online retailing in India a threat for traditional retailing ? Comment. 10
5. What is the importance of retailing in any country's economy ? 10

6. Which one do you prefer, organized or unorganized retailing? Why? Give reasons. 10
7. What is the importance of seasons in retailing? Explain. 10
8. Write short notes on any *two* of the following : $2 \times 5 = 10$
- (a) Discount Retailing
 - (b) Vendor Retailing
 - (c) Speciality Store Retailing
 - (d) Direct Selling
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