

**B.Sc. RETAIL AND FASHION
MERCHANDISE (BSCRFM)**

Term-End Examination

December, 2016

00448

BFR-001(S) : FUNDAMENTALS OF RETAIL - I

Time : 3 hours

Maximum Marks : 70

Note :

- (i) *All questions carry equal marks.*
 - (ii) *Attempt any seven questions.*
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1. Define Retailing. Critically analyze any four key professional career roles in retailing. Also, state the qualities that one needs to be successful in these careers. 10
2. Elucidate the retail life cycle theory using a suitable example. 10
3. Explain the term 'retail marketing mix'. What are the principles that a retailer needs to follow while implementing the mix ? 10
4. Discuss the existing legal issues affecting the retailing in India. 10

5. Define distribution channel. What are the functions of the distribution channels ? 10
 6. Identify the economic, social and cultural trends which are impacting the growth of modern retail in India. 10
 7. Recognize the benefits of market segmentation to the retailer. 10
 8. What are the key challenges being faced by the Indian retail sector ? How are the retailers meeting the challenge of demonetisation in India ? 10
 9. "Retailers add value to products by making it easier for manufacturers to sell and consumers to buy." Justify the statement. 10
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