

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

Term-End Examination

December, 2016

BFR-006 : FUNDAMENTALS OF RETAIL - II

Time : 3 hours

Maximum Marks : 70

Note : (i) Attempt any seven questions.

(ii) All questions carry equal marks.

1. Discuss the socio-cultural factors that impacts the retail businesses in India. 10
2. Explain any 5 factors of legal framework in retailing. 10
3. What do you understand by competitive advantage ? Explain with an example. 10
4. Discuss the scope of direct selling. Elaborate the various types of direct selling methods with examples. 10
5. Differentiate between Super Specialist and Niche Specialist retailers with examples. 10

6. Explain the various store based formats in retailing. 10
 7. What do you understand by relationship retailing? Explain it with two suitable examples. 10
 8. What do you understand by the category retailer? Explain types of category retailers with examples. 10
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