

**M.Sc. RETAIL AND FASHION
MERCHANDISE (MSCRFM)**

00038 **Term-End Examination**

December, 2016

MFR-015(S) : INTRODUCTION TO RETAIL

Time : 3 hours

Maximum Marks : 70

Note :

- (i) *Attempt any seven questions.*
- (ii) *All questions carry equal marks.*

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1. (a) Discuss the emergence of modern retail in India.
(b) Write the benefits of market segmentation. 10
 2. Describe the key dimensions of retail ownership. 10
 3. "Understanding the process of decision-making by a consumer helps the retailer to develop his strategies." Comment. 10
 4. What strategic emphasis should be used by institutions in the introduction stage of the retail life cycle compared with the emphasis by institutions in the decline stage ? Explain. 10

5. The existing legal system in India poses a lot of challenges for the retailer. Discuss such legal issues. 10
 6. To assist the retailer in deciding on a target market, several variables should be considered. Identify such variables. 10
 7. Identify the criteria on which the distribution channel length is selected. 10
 8. List the shortcomings of e-retailing. What challenges does this business model hold? 10
 9. Write short notes on the following : 10
 - (a) Intensive Distribution
 - (b) Retail Marketing Mix
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