

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

**Term-End Examination**

**December, 2016**

00563

**MFR-015 : 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. Define Retailing. With the help of suitable examples, discuss the value added business activities of retailing. 10
2. Describe different channels available to an entrepreneur for distribution of products to the consumers. 10
3. Write a note on "Wheel of Retailing Theory of Retail Competition." What are the major strengths and weaknesses of the theory? 10
4. Discuss the role of retailing in marketing mix and in the marketing channel. 10

5. A retailer will have to obtain a list of government approvals before starting the retail operations. Discuss the typical clearances that would be required. 10
  6. Explain how marketers/retailers will be benefited by proper understanding of retail consumer behaviour. 10
  7. Illustrate the growth of organized retail in India. Discuss the factors contributing to its growth. 10
  8. Explain the different types of classification of retail organisations. 10
  9. Define E-Retailing. Discuss the factors essential for the success of electronic retailing in India. 10
  10. Discuss the challenges being faced by organized retail sector in India. 10
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