

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

Term-End Examination

December, 2017

00241

BFW-007 : FUNDAMENTALS OF RETAIL – II

Time : 3 hours

Maximum Marks : 70

Note : Attempt any **seven** questions. Each question carries
10 marks.

1. What do you understand by internal environment of a retail organization ? 10

2. What are the socio-cultural factors that impact a retailer ? Explain with the help of suitable examples. 10

3. Explain any five factors each that can be considered as weaknesses and threats for a retailer. 10

4. Describe in detail, Deceptive pricing and Predatory pricing with examples. 10

5. What are the present laws relating to FDI in single brand retail in India ? 10
 6. What do you understand by Convenience Retailing ? Explain with example. 10
 7. What is the impact of retailing on any economy ? Explain with the help of suitable examples. 10
 8. According to you, how is e-commerce going to impact off-line retailing ? Elaborate. 10
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