

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

Term-End Examination

December, 2017

00790

BFR-001 : FUNDAMENTALS OF RETAIL-I

Time : 3 hours

Maximum Marks : 70

***Note :** Attempt any **seven** questions. All questions carry equal marks.*

1. What is Retailing ? What are the functions performed by a retailer ? 10
2. Suggest the factors that a retailer should take into account while selecting a suitable channel of distribution. 10
3. List the suggested guidelines for a successful retail operation. 10
4. Explain the Wheel of Retailing. Discuss its applicability in today's context. 10
5. Explain in detail, Retail Market Segmentation and the bases for segmentation. 10

6. What are the key provisions of the Shops and Establishments Act ? 10
 7. What future changes would you forecast in the consumer buying pattern in India ? Discuss. 10
 8. What is the social and economic impact of retail development in India ? 10
 9. What is Retail Marketing Mix ? Specify which part of the mix is most important and why. 10
 10. Discuss the evolution of retailing in India with suitable examples. 10
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