

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

**Term-End Examination**

00020

**December, 2017**

**BFR-006 : FUNDAMENTALS OF RETAIL - II**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. Explain any five political-legal factors that may affect any retail business. 10
2. Describe any retail firm's task environment with a suitable example. 10
3. Discuss the demographic and lifestyle factors affecting retail strategies. 10
4. Explain any five social responsibilities of a retailer towards society. 10
5. Discuss the components of a retail strategy with suitable examples. 10

6. Differentiate between Super specialist and Niche specialist retailing with relevant examples. *10*
  7. Explain the various types of Off-price retailing, with the help of suitable examples. *10*
  8. What is Warehouse retailing ? Describe its various types. *10*
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