

**M.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (MSCFMRM)**

Term-End Examination

December, 2017

00430

MFW-001 : INTRODUCTION TO RETAIL

Time : 3 hours

Maximum Marks : 70

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

1. Define the terms Retail, Retailer and Retailing. Discuss various functions and benefits of retailing. 10
2. "Retail is a dynamic industry involving many career opportunities." Discuss various career options in retail industry. Envisaging your competencies, which option will you choose for yourself and why ? 10
3. Discuss various guidelines the retailers adopt in order to ensure smooth functioning of the business. 10

4. Differentiate between store and non-store retailing with the help of an example. 10
 5. Distinguish between Speciality store and Departmental store. What are the major similarities and dissimilarities between them ? 10
 6. How does Catalogue retailing differ from Internet retailing ? List out the major benefits of each of the above formats. 10
 7. "Retailing is a pillar of the Indian Economy." Justify the statement with the help of suitable examples. 10
 8. What are the major components of a retail mix ? How can a balance be struck in a retail mix for fashion image ? 10
 9. What are the different types of food retailers ? Explain with the help of suitable examples. 10
 10. What factors would you consider for choosing a location for a store ? Discuss. 10
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