

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

Term-End Examination

December, 2017

00001

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. Critically analyse the key professional career roles in retailing. 10
 2. What factors will you take into account while selecting a suitable channel of distribution ? 10
 3. What strategic emphasis should be used by institutions in the introduction stage of the retail life cycle compared with the emphasis by institutions in the decline stage ? 10
 4. Define Retail Marketing Mix. Explain each element of retail marketing mix. 10

5. Explain few regulations that protect consumer interests in India. 10
 6. What are the key components in retail consumer behaviour? Explain its various parameters. 10
 7. Identify economic, social and technological trends that are affecting the growth of modern retail in India. 10
 8. Discuss the key dimensions of retail ownership. 10
 9. Identify the shortcomings of e-retailing. What challenges does this business model confront? 10
 10. List down the challenges faced by the retail sector in India. 10
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