

**M.Sc. VISUAL MERCHANDISING AND
COMMUNICATION DESIGN (MSCVMCD)**

Term-End Examination

00450

December, 2017

MFW-065 : INTRODUCTION TO RETAIL

Time : 3 hours

Maximum Marks : 70

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

1. "Consumers and customers are interchangeable terms." Discuss. 10
2. What are the major indicators of modern retailing in India ? Discuss each of these indicators. 10
3. What are the major theories of retail business ? Briefly describe each of these theories. 10
4. Define Marketing Mix and explain the various elements of marketing mix. 10

5. What is trade area ? What are the criteria to be considered while choosing a site for a store ? 10
 6. Elaborate “E-tailing in India”. How is “brick and mortar” different from “click and mortar” ? Explain. 10
 7. Describe in detail, the GROI, backward and forward integration, intra and inter type competition in retailing. 10
 8. Who is a retail consumer ? Explain the applications of consumer behaviour in retailing. 10
 9. Discuss the recent economic, social, political and technological trends that are significantly affecting the modern Indian retailers. 10
 10. Briefly discuss the scope and challenges of retail business in India. 10
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