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

Term-End Examination

June, 2012

MFW-001 : INTRODUCTION TO RETAIL

Time : 3 Hours

Maximum Marks : 70

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

1. Explain the difference between store and non store retailing. 10
2. Distinguish between Specialty store and Department store. What are the major similarities and dissimilarities between them ? 10
3. Discuss the considerations to build competitive advantage in Retail ? 10
4. Define Retailing. Give a brief introduction on Indian retailer . 10
5. What are the major function of Retailers ? Discuss by taking any retailer of your choice. 10
6. How does catalogue retailing differ from internet retailing ? List out the major benefits of each of the above formats. 10

7. How Indian consumer differ on social and cultural aspect ? 10
 8. Explain the retail life cycle theory with the help of suitable examples . 10
 9. Define retail mix . Explain the various component of retail mix : 10
 10. "Retailing is a pillar of Indian Economy" . Explain with the help of suitable examples. 10
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