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

Term-End Examination

June, 2012

MFW-065 : INTRODUCTION TO RETAIL

Time : 3 Hours

Maximum Marks : 70

Note : Attempt any seven questions.

All question carry equal marks.

1. What is retailing ? Write about history of retailing. 10
2. "Retail mix" is important for retailer ? Explain 10
with the help of suitable examples.
3. What function does retailer carry out ? Provide 10
example from Indian retailer.
4. What are general merchandise retailers ? 10
5. Describe in detail the Wal - mart. 10
6. Describe in detail the Vending machines and 10
kiosks.

7. Explain about Hyper Markets and Super Market. 10
How does there operation differ ?
 8. What is trade area ? Mention important issue 10
while choosing a site for store. Give suitable
examples.
 9. Why most of retailer are shifting for growth 10
towards rural area ? Explain with the help of
suitable examples.
 10. Explain entry strategies for retailer for Indian 10
Market.
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