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**B.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term - End Examination

June, 2013

BFW-001 : FUNDAMENTALS OF RETAIL - I

Time : 3 hours

Maximum Marks : 70

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

1. Explain the Retailing concept. 10
2. What are the various services that a Retailer provides for ? 10
3. Describe the theory of "wheel of Retailing" in the retail competition. What is the theory's major strength and weakness ? 10
4. Write an essay on the various acts applicable to the retail Industry. 10
5. Explain the intensive distribution channel with examples. 10

6. Comment on the impact of FDI on multi brand Retailing ; if allowed in India. 10
 7. Understanding consumer psychology can help Retail business grow. Discuss with the help of suitable examples. 10
 8. List down the “key drivers” for the growth of Retail Industry in India. 10
 9. What are the pre requisites qualities that one should possess for successful Retailing ? 10
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