

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

**Term-End Examination**

**June, 2013**

**BFW-007 : FUNDAMENTALS OF RETAIL-II**

00056

*Time : 3 hours*

*Maximum Marks : 70*

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*Note : Attempt any seven questions. All question carries 10 marks each.*

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1. Describe the General Environment of Retail in detail. 10
2. Describe the Porter's five forces model with respect to retailing. 10
3. What is the future of organised Retailing in India from your point of view ? 10
4. Describe any five responsibilities of a retailer towards society. 10
5. Describe the various types of Speciality Store Retailing in brief. 10

6. Write short notes on *any two* of the following : 5+5=10
- (a) Niche Retailers with examples.
  - (b) Catalog Retailing.
  - (c) Factory Outlets.
7. What do you understand by direct retailing by giving suitable examples. 10
8. What do you think who is going to be the winner in the long term-the organized or unorganized retailers in India ? Justify your answer. 10
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