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

Term-End Examination

June, 2013

MFW-001 : INTRODUCTION TO RETAIL

Time : 3 hours

Maximum Marks : 70

Note : (i) Attempt *any 7* questions.

(ii) Each question carries *equal* marks.

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1. Discuss the terms - Retail, Retailer and Retailing. 10
Discuss the Indian retail scenario with respect to organised and unorganised retailing.
 2. List the challenges faced by Indian retailers, which are hampering their growth and development. 10
Give relevant examples.
 3. (a) "Retailer is often referred to as the channel captain". Discuss. Also enumerate the retailer's role in the channel of distribution.
(b) List various criteria for selection of suppliers in detail. 2x5=10
 4. Discuss in detail the various career options available in retail industry. 10

5. (a) 'A successful retailer is one who is able to balance customer satisfaction and profits'.
Comment. 2x5=10
- (b) List the major segments of retail industry in India.
6. Describe in detail the retail life cycle with suitable example. 10
7. "Fashion has led the retail industry boom and it has sustained its dominance in every malls, markets and stores". Discuss. 10
8. Write short notes on the following : 2x5=10
- (a) Factors affecting seasonality in retail and
- (b) Retailer's target market.
9. Retailing mix is specialised form of marketing mix for retailers. Explain with reference to the five Ps of retailing. 10
10. 'As the Indian retailing is getting more and more organised, various retail formats are emerging to capture the potential of market' . Justify the above statement with suitable example. 10
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