

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

Term-End Examination

June, 2013

MFW-007 : FABRIC AND GARMENT - I

Time : 3 hours

Maximum Marks : 70

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

1. Describe the general factors of Retail Environment in brief. 10
2. Discuss the five forces model with respect to retailing. 10
3. Discuss any three factors that a retailer considers in planning a retail strategy. 10
4. Explain the various types of speciality store retailing in brief. 10
5. Describe in detail any 5 social responsibilities of a retailer towards society. 10

6. Write short notes on *any two* of the following : **5x2=10**
- (a) Discount Stores
 - (b) Hyper Markets
 - (c) Factory Outlets
7. Discuss in detail the direct retailing strategy with examples. **10**
8. Discuss the prospects of future retailing in India. **10**
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