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

Term-End Examination

June, 2013

MFW-065 : INTRODUCTION TO RETAIL

Time : 3 hours

Maximum Marks : 70

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

1. Explain the significance of Retail as an Industry. 10
2. Would strategies for Retailers differ in the four stages of the Retail Life Cycle ? What strategies should be emphasized at each of the four stages ? 10
3. Identify the advantages and the disadvantages of using vertically integrated marketing channel. 10
4. Define Retailing. What are the functions of a Retailer ? 10
5. State the principles that the Retailer should follow while implementing the "Retail Mix". 10

6. According to you, what are the reasons for capping FDI in organized Retail sector in India ? 10
 7. How has younger age profile of India's demographic changed Retailer's outlook ? Give few examples. 10
 8. Review the typical clearances that a Retail store would require before its operations. 10
 9. Identify the different formats of Retailing on the basis of Merchandise offered. 10
 10. Can E-tailing be a successful independent format of Retailing ? Discuss giving examples. 10
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