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**B.A. IN FASHION MERCHANDISING AND  
PRODUCTION (BAFMP)**

**Term-End Examination**

**June, 2013**

**BFD-032 : BASIC RETAILING**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : All questions are compulsory.*

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1. List and briefly explain the various function of retail. 10
  
2. (a) What are the major determinants of the ideal store location ? 10  
(b) Discuss the merits of and problems with, using price, merchandise or promotion to compensate for poor location. 10
  
3. What is the difference between primary and complementary services in customer service decisions ? 10

4. Define the following terms : 4x5=20
- (a) Cost of goods sold
  - (b) Gross Margins
  - (c) Mark up
  - (d) Net Profit
5. What are the main methods of retail communication ? Describe the main types of media used by retailers. 10
6. (a) What is the meaning of sales promotion ? 5  
Give four examples of sales promotion tools.
- (b) Describe three types of retailer originated sales promotion. 5
7. (a) What is meant by retail communication mix ? 10
- (b) How does a retailer decide on how much to spend on advertising ? 10
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