

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

Term-End Examination

June, 2015

00276

MFW-065 : INTRODUCTION TO RETAIL

Time : 3 hours

Maximum Marks : 70

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

1. "The coming up of modern retailers like supermarkets means the end of traditional retailers like KIRANA stores." Examine this statement in the light of SIKRI family case study. Give few examples to strengthen your viewpoint. 10
2. What are the major retail formats ? Define them and explain their features giving at least five examples of each from India and five examples of each from abroad. 10
3. What are the major theories of retail ? Describe them in detail. 10
4. Evaluate the role of "Changing Indian Women" in giving a boost to retailing. Support your answer with the help of examples. 10

5. Define hypermarket stores. Give examples of five Indian and five International hypermarket stores. Write an explanatory note on any one Indian and one International hypermarket store. 10
 6. Define convenience stores. Give suitable examples of five Indian and five International convenience stores. 10
 7. State the principles that a Retailer should follow while implementing the "Retail Mix". 10
 8. How has younger age profile of India's demography changed the Retailer's Outlook ? Give a few suitable examples. 10
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