

M.A. FRM
Term-End Examination
December, 2010

MFM-024 : FUNDAMENTALS RETAILING

Time : 3 hours

Maximum Marks : 100

*Note : Attempt **any 3** questions from section one, section two is compulsory.*

SECTION ONE

1. Write short notes on any two of the following :
 - (a) Department Store 2x10=20
 - (b) RFID
 - (c) Conflicting Needs
 - (d) Central Business District

2. (a) What is Multi-Channel retailing ? Explain with an example. 5
- (b) Name and explain any two non-store retailing formats that are experiencing growth presently. Give relevant Indian examples and discuss reasons for their performance. 15

3. What are the unique aspects of the Retail Industry? Discuss a SWOT analysis of the Indian Retail Industry. Illustrate your answer by providing examples from present players of the industry. 20
4. Why is location so important for retailers. What are the implications of a bad location decision? What is the process of evaluating a site for location? 20

SECTION TWO

5. Write True or False : 4x5=20
- (a) It is desirable for retailers to reduce the information search step of the buying process.
 - (b) 'Colour Factory' is a non-store retail format.
 - (c) IRCTC is an example of an electronic retailer in India.
 - (d) Retailing is the set of activities associated with marketing goods or services.
6. Fill in the blanks : 4x5=20
- (a) Convenience stores are the same as Indian _____ shops.
 - (b) Easy Day and _____ are different retail formats of the Bharti Walmart group.
 - (c) The Indian Retail Industry has about _____ retail outlets.
 - (d) Big Bazar follows _____ pricing.
- _____