

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

Term-End Examination

June, 2011

MFW-001 : INTRODUCTION TO RETAIL

Time : 3 hours

Maximum Marks : 70

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

1. What is Retailing ? What are its functions ? **10**
Explain these functions with the help of an example.
2. Describe the features existing in the past of Indian retailing. Have these features ceased to exist in today's Indian retailing ? **10**
3. What all factors are responsible for the modern retail revolution effecting India ? Mention all these factors and describe any three of them in detail. **10**
4. What is expected in the coming times for Indian retailing ? How is it going to be different from the past and present of Indian retailing ? **10**
5. What are departmental stores ? How are the Indian departmental stores different from International departmental stores ? Write an explanatory note by mentioning different Indian and International departmental store. **10**

6. Define variety stores. Give examples of three Indian and three International variety stores. Write an explanatory note on any one Indian and one International variety store. 10
7. Compare MBOs and SIS. Bring out these differences with the help of proper examples. 10
8. What are the various payment options between the Retailers and Manufacturers ? Which option will be preferred by each one of them in the short run and long run ? 10
9. How has the evolution of retail taken place in India commencing from the stage of Independents ? Support your answer with examples. 10
10. " Formats of modern and traditional retail have always coexisted." Comment on this statement giving the advantages and disadvantages of these two retail types. 10
11. Mention the various theories of retailing. Describe any one of them in detail with proper Indian and Foreign examples. 10
12. What are 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