

**B.A. IN FASHION MERCHANDISING AND
PRODUCTION**

Term-End Examination

June, 2011

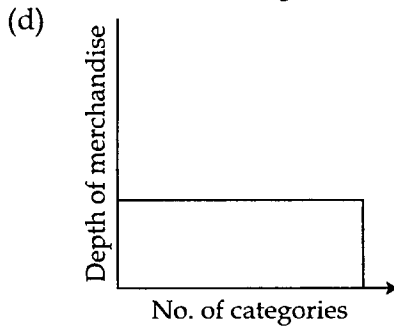
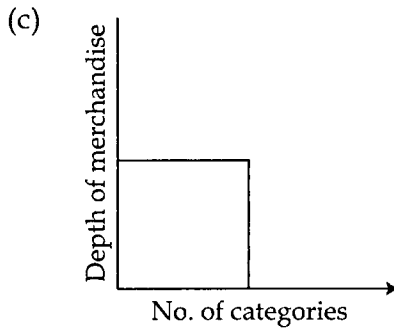
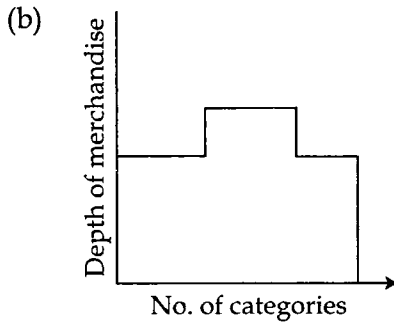
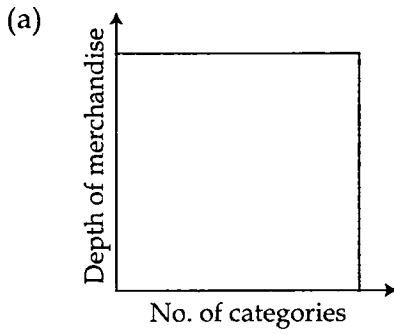
BFD-032 : BASIC RETAILING

Time : 3 hours

Maximum Marks : 100

Note : All questions are compulsory. Internal choice indicated.

1. Explain what is the Retail Life Cycle Theory ? 10
2. Recent advances in IT have resulted in significant increases in e-tailing - home shopping and the delivery of products and services direct to the consumer via the internet. Discuss the implications for the traditional store-based retailer. 10
3. List and briefly explain the various functions of Retail. 10
4. Give examples of retail formates based on the interpretation of the following graphs. 5x4=20



5. A VMS (vertical marketing system) operates when manufacturers, wholesaler and retailer act as a unified system to achieve operating economics and maximum market impact. Illustrate by reference to two examples how operating within a VMS may give competitive advantage. 5

6. Discuss the merits of and problems with, using price, merchandise or promotion to compensate for poor location. 10

7. Define 'Depth' and 'Breadth' in merchandise mix and give examples of retailers operating each of these ranging policies. 10

8. What is meant by retail communication mix ? 10

OR

How does a retailer decide on how much to spend on advertising ?

9. Describe three types of retailer originated sales promotions. 5

10. What is the difference between primary and complimentary services in customer service decisions ? 10

OR

What is meant by the level of services in customer services decisions ?