

**DIPLOMA IN FASHION DESIGN  
AND RETAIL (DFDR)**

**Term-End Examination**

**June, 2025**

**BFD-077 : FASHION RETAIL MARKETING,  
OPERATIONS AND STORE MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. (a) What is retail marketing ? Discuss the reasons for growth of Indian retail sector. Also state the future challenges of the sector. 10

- (b) Discuss the role of technology in store management. 10
2. (a) Define 'Consumer Behaviour'. Explain the consumer decision-making for the product category. 10
- (b) Explain how a retailer chooses a 'store location'. 10
3. (a) What is personal-selling ? Describe the objectives of personal selling. 10
- (b) Describe customer centered selling with the help of an example. 10
4. (a) What are the major legal constraints a retailer has to deal with ? Discuss. 10
- (b) "Retail business is the most important part of the selling channel." Explain. 10

5. (a) What are the strategies followed by Pantaloon with respect to category management ? 10
- (b) Discuss the issues and challenges of a retail organization-design. 10
6. (a) What is store design ? Discuss its various elements. 10
- (b) Describe the distinct dimensions of situational influence on shopping behaviour of a consumer. 10
7. (a) How is a consumer an important factor that influence retail price ? Discuss. 10
- (b) Explain profit planning with suitable example. 10

8. Write short notes on any *two* of the following : 2×10=20

- (i) Visual Merchandising
- (ii) Sources of sales promotion
- (iii) Customer retention scheme
- (iv) Job specification

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