

**B.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM)**

Term-End Examination

December, 2012

BFW-029 : RETAIL STRATEGY

Time : 3 hours

Maximum Marks : 70

Note : All questions carry equal marks.

Attempt any seven questions.

1. Discuss the strategy planning process in retail. 10
2. Define the term "total retail experience". Discuss a recent retail situation in which your expectations were surpassed and state why ? 10
3. What must retailers do to improve customer service on the Web ? Discuss them in detail. 10
4. Comment on this statement : "A good location may let a retailer succeed even if its strategy - mix is mediocre". Is it always true ? Give an example. 10
5. Briefly explain the Porter's Five Forces Model of Competition with the help of a diagram. 10

OR

Explain Mc Kinsey's 7's model with the help of a diagram.

6. 'Om' has a grocery shop in a busy residential area of a B grade city. For the past two years he observes a decline in business due to the entry of 'Big Bazaar' in the city. What are the steps 'Om' should take to improve his business and be competitive with big players ? 10
7. Examine the strategies adopted by the national retailer - 'Westside'. What are its strengths and weaknesses ? Discuss the threats that can be faced by the retailer five years later. 10
8. Explain the terms 'market penetration' and 'market development'. Give one example of Indian retailer who has adopted this strategy. 10
9. How can strategic planning help in building a competitive advantage ? 10
10. Assume you are interested in opening a restaurant in your town. What are the steps that you would take in the strategic planning process ? 10
