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

Term-End Examination

December, 2012

MFW-018 : RETAIL STRATEGY

Time : 3 hours

Maximum Marks : 70

Note : All questions carry equal-marks. Answer any seven questions.

1. Define Objectives and Goals with examples. 10
Explain their importance in strategy formulation.
2. What is the importance of "Issues-Priority-Matrix" for a Manager? Can it prevent Strategic - Myopia? Explain. 10
3. Using VCA describe the Primary and Secondary /Support activities of Pizza Industry. 10
4. Explain Porter's five forces Model. Discuss its usefulness in determining the level of competitive Intensity in an Industry. 10

5. Briefly describe Concentric-Diversification and conglom-erate diversification strategies with appropriate examples. 10
6. Explain the usefulness and Importance of "Resource-Based-View" of the firm. How would you determine the valuableness of the key-resources of the firm ? 10
7. Explain "Low - Cost - leadership, Differentiation and Focus Strategies". Which one would you recommend for long-term profitability of the firm ? Why ? 10
8. Does 'G.E. Business Screen-Matrix' overcome the limitations of "BCG Matrix" ? Explain with the help of a diagram. 10
9. Distinguish between Acquisition (Merger, Take over) and Joint - Ventures. Provide appropriate examples. 10
10. Write Short Notes on *any two* of the following : 10
 - (a) Marketing Strategy (Functional level)
 - (b) H.R. Strategy (Functional level)
 - (c) Operations Strategy (Functional level)