

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

Term-End Examination

December, 2013

MFW-018 : RETAIL STRATEGY

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven questions of the following. All questions carry equal marks.

1. What is strategic management ? Discuss the process of strategic planning in retail. 10
2. Discuss the role of Mckinsey's 7s model in analysing external environment. 10
3. What do you understand by the term critical success factor ? What is the core competency of an organisation ? 10
4. What is meant by diversification ? What are the pros and cons of a diversification strategy ? 10
5. Discuss the concept of cost leadership in the present context. 10

6. Discuss the application of portfolio analysis. 10
 7. "12 percent of effective management strategy is knowledge and 88 percent is dealing appropriately with people". Do you agree with the statement ? Discuss. 10
 8. Compare and contrast different types of standards which can be used for control of strategy. 10
 9. What are the characteristics of an attractive industry from an entrepreneur's point of view ? What role does innovation play ? 10
 10. Write short notes on the following : 10
 - (a) Exit Barrier
 - (b) Experience curve
 - (c) Retrenchment strategy
 - (d) Levels of strategy
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