

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

00219

December, 2014

BFW-029 : RETAIL STRATEGY

Time : 3 hours

Maximum Marks : 70

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

1. "A good location may let a retailer succeed even if its strategy-mix is mediocre." – Comment on this statement with the help of suitable examples. 10
2. Explain the terms "Market penetration" and "Market development". Give one example of an Indian retailer who has adopted these strategies. 10
3. Explain the advantages and disadvantages of having a website for a retailer. 10
4. Assume that you are interested in opening an apparel store in your town. What are the steps that you would take in the strategic planning process? 10

5. How does a retailer gain competitive strategic advantage ? Explain with suitable examples. 10
 6. Elucidate the difference between a customer and a consumer. 10
 7. Describe the duties of a retail salesperson. 10
 8. Discuss the important factors to be considered while designing the store facade. 10
 9. Do you think that an exclusive brand retail store would work in India ? Discuss with the help of suitable examples. 10
 10. Discuss the nature of retail suppliers and describe their selection criteria. 10
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