

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)****Term-End Examination****December, 2015****BFW-029 : RETAIL STRATEGY***Time : 3 hours**Maximum Marks : 70*

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

1. What must the retailers do to improve customers' service on the web ? Discuss them in detail. 10
2. Briefly explain Porter's Five Forces Model of competition with the help of a diagram. 10
3. Ms. Shruthi has a departmental shop in a busy residential area of a B-grade city. For the past two years she observes a decline in the business due to the entry of 'Big Bazaar' in the city. What are the steps that 'Ms Shruthi' should take to improve her business and be competitive with big players ? 10
4. Explain the terms 'market penetration' and 'market development'. Give one example of an Indian retailer who has adopted this strategy. 10

5. 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
 6. Do you believe that customers' service in retailing is improving or declining? Why? 10
 7. Examine the strategies adopted by the national retailer — 'Shoppers Stop'. What are its strengths and weaknesses? What are the challenges which can be faced by the retailer five years later? 10
 8. Choose a retailer and describe how he has developed a competitive strategic advantage. 10
 9. How do the company's functional-level-strategies enable it to implement business-level-strategies? Describe any two functional-level-strategies. 10
 10. Explain what is meant by the retail mix and how it can be used for retail positioning purposes. 10
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