

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

Term-End Examination

December, 2015

MFW-018 : RETAIL STRATEGY

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the significance of strategic management in today's corporate world, with suitable examples. 10
2. What do you understand by the term 'strategic alliance'? Explain the different types of strategic alliance that companies follow. 10
3. Discuss the characteristics of an effective control system in any organisation. 10
4. What is a family owned business? Compare in detail the strategic management of a family owned and a publicly owned firm. 10
5. "Twelve percent of effective management strategy is knowledge and eighty-eight percent is dealing appropriately with people." Do you agree with the statement? Discuss. 10

6. Compare and contrast different types of standards which can be used for the control of business strategy. 10
 7. Describe the key features of B.C.G. Growth-Share Matrix. Also explain its limitations. 10
 8. Discuss the importance of G.E. Business Screen Matrix in Portfolio Analysis with the help of a diagram. 10
 9. Briefly explain PEST analysis and its limitations. 10
 10. Write short notes on any *two* of the following : $2 \times 5 = 10$
 - (a) Exit Barriers
 - (b) Leadership Styles
 - (c) Balanced Scorecard
 - (d) Functional Strategy
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