

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

Term-End Examination

December, 2017

00301

BFW-029 : RETAIL STRATEGY

Time : 3 hours

Maximum Marks : 70

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

1. What is Retail Image Dimension ? Discuss the various measurements of retail image dimensions. 10
2. "Retailing is not just an economic activity, but also has a significant social meaning." Discuss with the help of suitable examples. 10
3. Define Corporate Mission. What is the importance of a well-articulated mission statement for an organization ? 10
4. Explain the functions of different types of Management Information Systems used by retailers. 10

5. Describe Porter's Five Force Model of competition with the help of a diagram. 10
 6. Discuss the advantages and disadvantages of websites for retailing business. 10
 7. What are the tools used by a retailer to gain competitive strategic advantage ? Discuss with suitable examples. 10
 8. Elucidate the difference between a customer and a consumer. Give specific examples. 10
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