

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

**Term-End Examination**

00284

**June, 2014**

**MFW-018 : RETAIL STRATEGY**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Discuss the significance of strategic management in today's corporations with suitable examples. 10
2. Briefly summarize what do you understand by the general environment and its importance for business. 10
3. Discuss the value chain framework in detail. 10
4. What do you understand by the term – 'strategic alliance' ? Explain the different types of strategic alliances that companies follow. 10

5. Under what circumstances do firms pursue stability strategy ? What are the different approaches to stability strategy ? 10
6. What is the purpose of transfer pricing ? Explain the merits and demerits of transfer pricing. 10
7. Explain the importance of values and ethics in an organization. 10
8. Discuss the characteristics of an effective control system. 10
9. How does being family owned (as compared to being publicly owned) affect a firm's strategic management ? Explain. 10
10. Write short notes on the following : 10
  - (a) Exit Barriers
  - (b) Leadership Styles
  - (c) Balanced Score Card
  - (d) Functional Strategy