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

Term-End Examination

00394

June, 2017

BFW-029 : RETAIL STRATEGY

Time : 3 hours   *Maximum Marks : 70*

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

1. What is the importance of Retail Strategy ? Explain with suitable examples.   *10*

2. What is PESTEL analysis ? Explain using examples from recent developments in the retail sector.   *10*

3. What is 'value chain framework' ? How can a retailer make use of this framework ? Explain.   *10*

4. What is meant by 'diversification' ? What are the advantages and disadvantages of a diversification strategy ?   *10*

5. Briefly explain the following : *10*

    (a) Retrenchment Strategy

    (b) BCG Matrix

6. Write short notes on the following : *10*

    (a) Ansoff's Matrix

    (b) Horizontal Integration

7. Explain strategic control process. What are the common difficulties in designing a control system ? *10*

8. What are the various corporate strategies ? Explain with the help of examples. *10*

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