

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

00001

Term-End Examination

June, 2017

MFW-018 : RETAIL STRATEGY

Time : 3 hours

Maximum Marks : 70

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

1. What is strategic management ? Discuss the process of strategic planning in retail. 10

2. What do you understand by the term critical success factor ? What is the core competency of an organisation ? 10

3. Discuss the concept of cost leadership in the present context of retailing. 10

4. Describe the application of portfolio analysis. 10

5. Distinguish between acquisition (merger, takeover) and joint ventures. Explain with the help of suitable examples. 10
6. Does the GE Business Screen Matrix overcome the limitations of the “BCG Matrix” ? Explain with the help of a relevant diagram. 10
7. What is the importance of “Issues Priority Matrix” for a manager ? Can it prevent Strategic Myopia ? Explain. 10
8. Write short notes on any *two* of the following : 2×5=10
- (a) Marketing Strategy (Functional Level)
 - (b) H.R. Strategy (Functional Level)
 - (c) Operation Strategy (Functional Level)
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