

**M.Sc. RETAIL AND FASHION MERCHANDISE  
(MSCRFM)**

**Term-End Examination**

**June, 2017**

00747

**MFR-027 : RETAIL STRATEGY**

*Time : 3 hours* *Maximum Marks : 70*

*Note : Attempt any **five** questions. All questions carries equal marks.*

1. How do the retail firm's mission statement, goals and objectives relate to the development of competitive strategy ? Explain. 14
  
2. What major environmental forces does a retailer face ? Write five recent developments in retail sector in India. 14
  
3. According to Porter, what determines the level of competitive intensity in a retail industry ? 14

4. Explain corporate level strategy. What are the various choices available to a company for implementing corporate strategy? 14
  5. Explain the strategic control process. 14
  6. Discuss the importance of strategy implementation in retail. How can a good leader help in its implementation in retail? 14
  7. Write short notes on the following :  $2 \times 7 = 14$ 
    - (a) BCG Matrix
    - (b) Critical Success Factors in Retail Strategy
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