

No. of Printed Pages : 2

BFW-029

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

Term-End Examination

June, 2015

00299

BFW-029 : RETAIL STRATEGY

Time : 3 hours

Maximum Marks : 70

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

1. What must retailers do to improve customer service on the web ? Discuss in detail. 10
2. Briefly explain the Porter's Five Forces Model of competition with the help of a diagram. 10
3. Assume that you are interested in opening a restaurant in your town. What are the steps that you would take in the strategic planning process ? 10
4. Why may a good location for *Domino's* not be as important for a local pizza restaurant ? Explain. 10
5. What is retailing ? Enlist the retail activities carried out by retailers. 10

6. Explain the personal selling methods followed by salespersons during the retail selling process. 10
 7. Explain the differences between Product Guarantee and Product Warranty. 10
 8. What in your opinion should organised retail stores in India do to create the required store facade identity for themselves? 10
 9. Explain the various funding strategies adopted by a retail organization during its growth. 10
 10. Explain the factors that a large departmental store like *Shoppers' Stop* should consider before finalizing its location. 10
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