

**B.Sc. FASHION MERCHANDIZING & RETAIL  
MANAGEMENT (BSCFMRM)**

00181

**Term-End Examination**

**December, 2013**

**BFW-029 : RETAIL STRATEGY**

*Time : 3 hours*

*Maximum Marks : 70*

*Note : Attempt any seven questions.*

*All questions carry equal marks.*

1. Discuss the strategy planning process in retail. 10
2. What retailers must do to improve customer service on the web ? Discuss them in detail. 10
3. Explain Mc Kinsey's 7's model with the help of a diagram. 10
4. What do you mean by retail business ? What are its basic principles ? Explain the role of a retailer in a competitive business environment with suitable examples. 10
5. Assume you are interested in opening a restaurant in your town. What are the steps that you should take in the strategic planning process ? 10
6. How do the company's functional-level-strategies enable it to implement its Business-level-strategies ? Describe any two functional-level-strategies. 10

7. Explain, how a retailer, as a marketing intermediary, makes the distribution of goods from a producer to a consumer more efficiently. 10
  8. Explain the distinction between corporate strategy, business unit strategy and functional strategy. 10
  9. Explain what is meant by the retail mix and how it can be used for retail positioning purposes. 10
  10. Explain the various types of retailers in brief. Also describe the various functions of retailers. 10
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