

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

Term-End Examination

00265

December, 2014

MFW-018 : RETAIL STRATEGY

Time : 3 hours

Maximum Marks : 70

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

1. Critically describe the goals and objectives of a retail organisation by giving relevant examples. 10
2. What do you mean by retail strategy ? Explain the process of retail planning with the help of suitable examples. 10
3. Why is cyber (online) retailing becoming popular day-by-day ? What suggestions would you like to give to traditional retailers to face this impending danger ? 10
4. Give an example of market penetration opportunity, retail format extension, and market extension opportunity for Domino's Pizza. 10

5. Do you agree that management of retail store is a complex matter ? If yes, how ? Critically assess the role of a centralized retailer in the modern era and discuss an integrated approach for the retailer. 10
6. State your views on whether corporation could be a viable corporate level strategy in today's competitive environment. 10
7. What is strategy implementation ? How far is it different from strategy formulation ? 10
8. What is the importance of "Issues Priority – Matrix" for a manager ? Can it prevent strategic myopia ? Explain. 10
9. Explain Porter's Five Forces Model. Discuss its usefulness in determining the level of competitive intensity in an industry. 10
10. Write short notes on any **four** of the following : $4 \times 2 \frac{1}{2} = 10$
- (a) Nature and benefits of Strategic Management
 - (b) Loblaw's strategy for success of Retail
 - (c) Steps involved in Strategic Retail Planning
 - (d) BCG Growth Matrix
 - (e) Balanced Scorecard Approach