

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

**Term-End Examination**

**December, 2016**

**BFW-029 : RETAIL STRATEGY**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. What do you mean by 'Retail Strategy' ? Explain the process of Retail Strategic Management. 10
2. Briefly explain the PESTEL framework using examples from retail industry. 10
3. Explain 'Porter's five forces model'. 10
4. What is SWOT analysis ? Explain a SWOT analysis of any one retailer. 10
5. Briefly explain the following : 10
  - (i) Diversification Strategy
  - (ii) BCG Matrix

6. Explain strategic control process. What are the difficulties in designing a control system ? 10
7. Write short notes on the following : 10
- (a) Vertical Integration
  - (b) Value Chain Framework
8. What are the various corporate strategies ? Explain with the help of examples. 10
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