

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

Term-End Examination

December, 2017

00390

MFW-018 : RETAIL STRATEGY

Time : 3 hours

Maximum Marks : 70

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

1. Discuss the role of Mckinsey's 7S model in analysing external environment. 10

2. What is meant by Diversification ? What are the pros and cons of a diversification strategy ? 10

3. "Twelve percent of effective management strategy is knowledge and 88 percent is dealing appropriately with people." Do you agree with the statement ? Discuss with suitable examples. 10

4. Compare and contrast different types of standards which can be used for control of strategy. 10

5. What are the characteristics of an attractive industry from an entrepreneur's point of view ?
What role does innovation play ? 10
6. Define Objectives and Goals with relevant examples. Explain their importance in strategy formulation. 10
7. Explain the usefulness and importance of 'Resource-Based View' of a firm. How would you determine the valuableness of the key resources of a firm ? 10
8. Write short notes on any **two** of the following : $2 \times 5 = 10$
- (a) Exit Barrier
 - (b) Experience Curve
 - (c) Retrenchment Strategy
 - (d) Levels of Strategy
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