| MFR-027 |

## M.Sc. RETAIL AND FASHION MERCHANDISE (MSCRFM)

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## December, 2017

### MFR-027 : RETAIL STRATEGY

*Time : 3 hours*                    *Maximum Marks : 70*

*Note : Attempt any **five** questions. Each question carries equal marks.*

1. Explain the strategic planning process in retail with the help of examples.    *14*

2. Contrast your lifestyle with that of your parents. What opportunities or differences are faced by different types of Indian retailers ?    *14*

3. What are Critical Success Factors (CSF) in retail strategy ? List the CSFs in the following cases :    *14*

   (a)  A furniture retailer

   (b)  A fast food outlet

**4.** What is corporate level strategy in retail ? What are the various choices available to a company for forming the corporate strategy ? *14*

**5.** Explain the characteristics of an effective control system. Discuss with the help of examples. *14*

**6.** How can value chain analysis help identify a retailer's strengths and weaknesses ? *14*

**7.** Write short notes on the following : *2×7=14*

   (a) Role of Leadership in Strategy Implementation in Retail

   (b) Core Competency in Retail

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