

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

Term-End Examination

June, 2013

BFW-029 : RETAIL STRATEGY

Time : 3 hours

Maximum Marks : 70

Note : All questions carry equal marks.

Attempt any seven questions.

1. What are the six steps in strategic planning which are necessary for any retailer regardless of size or type ? 10
2. Do you believe that customer service in retailing is improving or declining ? Why ? 10
3. What are the advantages and disadvantages of having a Website for a retailer ? 10
4. Why a good location for 'Dominos' may not be suitable for a local pizza restaurant ? Explain 10
5. Explain Mckinesey's 7s model with the help of a diagram. 10

OR

- Explain the Basic model of strategic management in retailing.
6. Write the retail strategies adopted by any Retail giant in India. 10
 7. Examine the strategies adopted by the national retailer - 'Shoppers Stop'. What are its strengths and weakness ? What are the challenges which can be faced by the retailer five years later ? 10
 8. 'Product differentiation strategy is a definite means of attaining leadership in retailing'. Discuss it with a suitable illustration. 10
 9. Choose a retailer and describe how it has developed a competitive strategic advantage. 10
 10. Assume that you are interested in opening an apparel store in your town. What are the steps that you would take in the strategic planning process ? 10
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