

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

Term-End Examination

June, 2013

MFW-018 : RETAIL STRATEGY

Time : 3 hours

Maximum Marks : 70

Note : All questions carry equal-marks.

Answer any seven questions.

1. Define Corporate Mission. What is the importance of a well-articulated Mission-Statement for an organisation ? 10
2. Briefly explain PEST analysis and its limitations. 10
3. Explain the Mckinsey's 7-S framework and examine its usefulness. 10
4. Explain the Generic-Strategies with the help of a Matrix. Why should a New-firm adopt differentiation-strategy ? 10
5. Describe the Utility of Strategic-Grouping-Matrix for a firm. 10

6. Distinguish between Core and Distinctive Competence. What is their relevance or relation with competitive advantage of a firm ? 10
7. How do the Company's Functional-level-Strategies enable it to implement its Business-level-Strategies ? Describe any two functional-level strategies. 10
8. Discuss the importance of G.E Business Screen Matrix in Port-folio Analysis with the help of a diagram. 10
9. Describe the key features of B.C.G. growth-share Matrix. Explain its short-comings. 10
10. Write short notes on the following : 2x5=10
- (a) SWOT
 - (b) Corporate-level-strategies
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