

**M.A. IN FASHION RETAIL MANAGEMENT
(MAFRM)**

Term-End Examination

June, 2013

**MFM-033 : RETAILING AND MARKETING
STRATEGIES**

Time : 3 hours

Maximum Marks : 100

-
- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
-

1. How can a retailer build a sustainable competitive advantage ? 20
2. Define retail market strategy and what are 4 strategies retailers use to enter non-domestic markets ? 20
3. What measures do retailers use to measure their performance ? 20
4. How does the mall you shop at combine the shopping and entertainment experience ? 20
5. What are the factors taken into consideration while setting a price for a product by a retailer ? 20
6. What is supply chain management ? Describe in detail ? 20