

**B.Sc. FASHION MERCHANDISING AND
RETAIL MANAGEMENT (BSCFMRM)**

Term-End Examination

00224

June, 2014

BFW-029 : RETAIL STRATEGY

Time : 3 hours

Maximum Marks : 70

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

1. "A good location may let a retailer succeed even if its strategy-mix is mediocre." – Comment on this statement with the help of suitable examples. 10
2. Briefly explain the Porter's Five Forces Model of competition, with the help of a diagram. 10
3. Shruti has a grocery shop in a busy residential area of a B grade city. For the past two years she observes a decline in business due to the entry of "Big-Bazaar" in the city. What are the steps Shruti should take to improve her business and be competitive with Big-Bazaar ? 10
4. Explain the functions of the different types of information systems used by retailers. 10
5. Explain the terms 'penetration' and 'market development'. Give one example of an Indian retailer who has adopted this strategy. 10

6. Define Corporate Mission. What is the importance of a well-articulated Mission Statement for an organisation? 10
 7. Briefly explain PEST analysis and its limitations. 10
 8. Retailing is not just an economic activity, but also one of significant social meaning. Discuss with the help of suitable examples. 10
 9. What do you mean by retail management? Also discuss the various types of retailing. 10
 10. What do you mean by the retail image dimension? Also discuss the various measurements of retail image dimensions. 10
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