

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

Term-End Examination

June, 2016

00026

BFW-029 : RETAIL STRATEGY

Time : 3 hours

Maximum Marks : 70

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

1. Define the term "total retail experience". Discuss a recent retail situation in which your expectations were surpassed and state why. 10
2. "A good location may let a retailer succeed even if its strategy-mix is mediocre." Comment on this statement. Is it always true ? Give an example. 10
3. Explain McKinsey's 7-S model with the help of a diagram. 10
4. Examine the strategies adopted by the national retailer 'Westside'. What are its strengths and weaknesses ? Discuss the threats that can be faced by the retailer five years later. 10
5. What are the advantages and disadvantages of having a website for a retailer ? 10

6. "Product differentiation strategy is a definite means of attaining leadership in retailing." Discuss the statement with suitable examples. 10
 7. 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
 8. What do you mean by retail business? What are its basic principles? Explain the role of a retailer in a competitive business environment, with suitable examples. 10
 9. Explain how a retailer as a marketing intermediary makes the distribution of goods from a producer to a consumer more efficiently. 10
 10. Define 'corporate mission'. What is the importance of a well-articulated mission statement for an organisation? 10
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