

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

Term-End Examination

June, 2015

00084

MFW-018 : RETAIL STRATEGY

Time : 3 hours

Maximum Marks : 70

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

1. Define Corporate Mission. What is the importance of a well-articulated Mission Statement for an organisation ? 10

2. Do you think that hypermarkets and supermarkets are the future of Indian retailing ? Is there enough scope for each ? Comment with examples. 10

3. What are your suggestions and guidelines for a multinational retailer who has just decided to enter into the Indian retail industry ? 10

4. The success of a retail store largely depends on how accurately the sales forecasts have been done. Explain the statement and also discuss the various techniques used to perform the sales forecast. 10

5. Why should a retailer periodically review its retail strategy ? Justify your answer with suitable examples. 10
 6. Is the evaluation and control process appropriate for a corporation that emphasizes creativity ? Are control and creativity compatible ? 10
 7. "Structure follows Strategy", or "Strategy follows Structure" — Which one of the above is true ? Validate your point by providing suitable examples. 10
 8. Answer the following questions in brief: 10
 - (a) What is business policy ? How has it evolved ? Discuss business policy of an integrated approach to decision-making.
 - (b) Why do we need to lay so much stress on strategic management ?
 9. Define Objectives and Goals with examples. Explain their importance in strategy formulation. 10
 10. Why is newspaper the favourite medium used by retailers for advertising ? What are the advantages and disadvantages of newspaper advertising ? 10
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