

1127

B. Voc. (Retail Management)

Third Semester

BIR-201: Retail Strategy and Environment (OLD)

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. I which is compulsory and selecting two questions from each Unit.

x-x-x

I. Attempt any four of the following:-

- a) Vision vs. Mission
- b) Cash Cows
- c) Step High Strategy
- d) Situation Analysis
- e) Foreign Direct Investment
- f) Global Retailing

UNIT – I

- II. What is SWOT Analysis? How do you carry out SWOT analysis of any firm? (15)
- III. What is strategic planning? Explain the process of strategic planning. (15)
- IV. Discuss the importance of BCG matrix in strategic planning process. (15)
- V. Explain strategic decision making in detail. (15)

UNIT – II

- VI. Explain the consumer decision-making process with the help of examples of some products. (15)
- VII. What is strategic planning process in case of global retailing? What are the threats and challenges to global retailing? (15)
- VIII. Write a detailed note on evolution of retail in India. What are the various drivers of retail change in India? (15)
- IX. How a retailing strategy at domestic country is different from global retailing strategy? What are the success factors of global retailing strategy? (15)

x-x-x