

1125

B. Voc. (Retail Management) 3rd Semester
Part-B : Skilled Courses
BIR-201: Retail Strategy and Environment

Time Allowed: 3 hours

Max. Marks: 80

Note: Attempt five questions in all including Question No. 1 which is compulsory and selecting two questions from each Unit.

I. Write short notes on any four of the following:

- a) G.E. Matrix.
- b) SWOT Analysis.
- c) Corporate capabilities and retail business.
- d) Strategic planning in retailing.
- e) Evolution and size of retail in India.
- f) Challenges for Global Retailing.

(5x4)

UNIT-I

- II. Discuss the strategic decision making process for retail business. Explain the need for business level sub strategies. (15)
- III. Discuss the need and importance of setting up and balancing retail business objectives, mission, vision and goals. (15)
- IV. Discuss the process and importance of strategic analysis of the various functional areas like production marketing, HR and finance for successful retail business. (15)
- V. Write short notes on the following:
 - a) Corporate strategy for retail.
 - b) Project life cycle.(15)

UNIT-II

- VI. What are the various objectives of organized retailing? Discuss the need and importance of an effective consumer feedback system for an appropriate retail management planning. (15)
- VII. Discuss the various opportunities and challenges to development of an organized retail in India. Discuss the impact of foreign direct investment for this development. (15)
- VIII. Discuss the strategic planning process for global retailing. Explain the various factors affecting success of global retailing in India. (15)
- IX. Write short notes on the following:
 - a) Consumer decision making process.
 - b) Size of Retail in India.(15)

(8814)