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| **SESSION** | **JUL-AUG 2024** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **4** |
| **COURSE CODE & NAME** | **DRMM401 INTERNATIONAL RETAILING** |
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**Assignment Set – 1**

**1. Illustrate and explain some major trends in international retailing with examples.**

**Ans 1.**

**1. Major Trends in International Retailing**

International retailing has undergone significant transformation due to globalization, technological advancements, and evolving consumer preferences. These trends reflect the dynamism in how retail businesses operate across borders, adapt to market demands, and compete in a globalized economy.

**E-Commerce and Digital Transformation**

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**2. What is international marketing? Describe the various trade barriers in international trade.**

**Ans 2.**

**International Marketing and Trade Barriers**

International marketing involves the planning, execution, and management of marketing activities across national boundaries to promote goods and services globally. It enables businesses to tap into diverse markets, increase revenue, and build global brand recognition. However, international trade is fraught with barriers that can hinder the smooth exchange of goods and services.

**What is International Marketing?**

International marketing refers to the application of marketing principles in more than one

**3. Explain the term Brand Equity and Illustrate the factors that can influence the store's image.**

**Ans 3.**

**Brand Equity and Factors Influencing a Store’s Image**

Brand equity refers to the value a brand holds in the minds of consumers due to its reputation, recognition, and perceived quality. It is the intangible asset that influences consumer behavior, loyalty, and willingness to pay a premium for a product or service. A strong brand equity enables businesses to differentiate themselves in competitive markets and build long-term relationships with customers. Companies like Nike and Apple exemplify high brand equity through their consistent delivery of quality, innovation, and emotional connection with

**Assignment Set – 2**

**4. What is value proposition and how do we design value delivery systems in international retailing? 2+8**

**Ans 4.**

**Value Proposition and Designing Value Delivery Systems in International Retailing**

The value proposition is the unique set of benefits a business promises to deliver to its customers. It defines why customers should choose a particular brand over its competitors by highlighting the distinct advantages and solutions it offers. In international retailing, crafting a compelling value proposition is crucial for success in diverse markets.

**What is a Value Proposition?**

A value proposition represents the core promise a brand makes to its customers. It articulates

**5. What are the advantages and disadvantages of allowing FDI in single-brand and multi-brand retail in India? 5+5**

**Ans 5.**

**Advantages and Disadvantages of Allowing FDI in Single-Brand and Multi-Brand Retail in India**

Foreign Direct Investment (FDI) in retail has been a topic of significant debate in India, as it opens up opportunities for growth while presenting challenges to domestic industries. The policies for FDI differ between single-brand and multi-brand retail, with distinct implications for the economy.

**Advantages of Allowing FDI in Single-Brand Retail**

1. **Capital Inflow** FDI in single-brand retail brings substantial foreign investment, contributing to the country’s economic development. Global brands like IKEA have

**6. Explain the term retail competitive advantage and explain the significance of Global Strategic Offensives. 2+8**

**Ans 6.**

**Retail Competitive Advantage and Global Strategic Offensives**

**Retail Competitive Advantage**

Retail competitive advantage refers to the unique attributes or capabilities of a retail business that allow it to outperform competitors. These advantages stem from factors such as superior product quality, efficient supply chains, strong brand loyalty, and innovative marketing strategies. Companies like Walmart, Amazon, and Zara exemplify retail competitive advantage by leveraging economies of scale, advanced technology, and strategic location