network was started. The company then got feedback about the demand for greeting cards, and began to deal in them as well. After that, they started opening exclusive stores because card had limited appeal at the time. The business was started in 1979 and the first store was setup in 1987. They then make their own model suitable for Indian conditions. They created a branded franchise because the scenario was conducive to franchised outlets in India. Today the company has a strong network of over 500 franchise stores, apart from six branch offices and 55 distributors located at 180 locations across the country. Archies' success was due to the creation of innovative products that were price-sensitive and of good quality, retail branding, and the creation of a countrywide retail network through the franchise route.

Questions for Discussion:

(a) What in your opinion are the reasons for an entrepreneur getting into franchise operations in India?

(b) Discuss the different franchise models that can work in the Indian scenario.

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MBRM 4005

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/JANUARY 2015.

Fourth Semester

Retail Management

GLOBAL COMPETITIVENESS AND RETAILING
(2012-13 Batch onwards)

Time: Three hours Maximum: 100 marks

SECTION A — (5 × 6 = 30 marks)

Answer any FIVE out of the following.

1. What are the advantages and disadvantages of competing in International Markets?

2. Identify the various dimensions of horizontal competition between retailers.

3. What are the cultural factors that influence the competitive advantage?

4. Explain the motivations for international expansion of retailing.

5. What do you mean by Retail Positioning? How it is make successful?
15. Discuss the trends and circumstances that can
impact the operational and international retail
development.

16. Explain the factors that affect the success of a
Global Retailing Strategy.

17. Case Study:

Corporate Strategy

SECTION C - (1 x 20 = 20 marks)

Global Retailing Strategy.

14. Discuss the different techniques that are used to
measure the store image.

13. Why do retailers internationalize?

12. Internationally retailing retailer.

11. What are some of the issues between forming a
strategic alliance with a firm from a
country and forming one with a firm from the
same.

10. Explain the various factors that assess and
identify the retailing competition.

9. Discuss the key drivers of retailing in India.

8. Describe the success factors of franchising in
India.

7. Bring out the pitfalls of strategic alliance.

6. Describe the processes of retail
internationalization.

SECTION B - (5 x 10 = 50 marks)

Competency C - (1 x 20 = 20 marks)

Global Retailing Strategy.