and innovation.

Give a detailed note on international diversification and control department.

5. State the objective of production planning and environment.

4. Discuss the role of quality in the competitive environment.

3. Brief about the functions of production management.

2. Explain Positive versus Normative concept.

1. What is meant by global competition? State its implications.

Answer any THREE questions out of Eight questions.

PART A — (5 x 6 = 30 marks)

PART A: Three hours

Maximum: 100 marks

GLOBAL COMPETITIVENESS AND RETAILING

Retail Management

Fourth Semester

M.B.A. DEGREE EXAMINATION, JUNE 2014

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entity for international retailer.

(b) Explain in detail the methods of market positioning of ARGO.

(a) What do you understand from ARGO strategy?

The acquisition of Home base was an important step for ARGO as part of an overall strategy of growing the business, including building up a broader customer base through customer service.
7. Explain organisational learning theory, and resource dependence theory in strategic alliance.

8. Explain the concept of retail positioning.

PART B — (5 x 10 = 50 marks)

Answer any FIVE questions out of Eight questions.

9. Explain classical and neo-classical models.

10. Write a detailed note on sources of competitiveness in global scenario.

11. Discuss the importance of research and development in developing competitiveness.

12. Explain the kinds of entry mode and competitiveness in global market.

13. Discuss how corporate culture will affect the firms' performance.

14. Explain strategic alliance and give detail note on areas that lead to failure of alliances.

15. Discuss the complimentary factors affecting retail image.

16. Explain the methods of international retailing.

PART C — (1 x 20 = 20 marks)

Case study – Compulsory

17. Customer service is the whole activity of identifying customer needs in all their complexity, satisfying them fully, and keeping them satisfied. Customers are people who buy products and services from other people (usually companies of one sort or another). This Case Study shows how Home base, one of this country's best known retail chain in 250 places, keeps customer service at the heart of its values, demonstrating practical examples of how customer service can be applied to the benefit of shoppers. Home base became part of Argos Retail Group (ARG) in November 2002. Home base is No.2 DIY retailer in the UK. serves 1.5 million customers weekly in nearly 300 stores countrywide. For more than two decades, consumers and businesses have trusted Argos and Home base to provide consistently top-quality products at competitive prices.

Today, Home base offers more than DIY; it is a contemporary home and lifestyle store. Customers can choose from thousands of products. There is everything you would expect and more – for example, practical yet stylish furniture and exclusive, designer-led product lines such as the Linda Barker range of bed linen and wallpapers.