

Total No. of Pages: 1

7008

Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, December 2014

(MANAGEMENT PRACTICES)

(SECOND YEAR)

262. STRATEGIC ISSUES IN INTERNATIONAL RETAILING

Time: Three hours

Maximum: 75 marks

SECTION – A

(5×3=15)

Answer any FIVE questions

1. Write a note on strategic decision making.
2. What do you mean by 'Strategic Implementation'?
3. What is globalisation?
4. Define International retailing.
5. What is competitive advantage?
6. What is strategic control?
7. Who is an entrepreneur?
8. Define business ethics.

SECTION – B

(3×10=30)

Answer any THREE questions

9. Explain the basic elements of strategic management.
10. Distinguish between strategic decisions and tactical decisions.
11. Briefly explain the phases of strategic management.
12. Critically evaluate the SWOT analysis for international retailing.
13. Explain the role of management with example.

SECTION–C

(1×15=15)

Answer any ONE question

14. How to design an organization structure as per present global environment? Explain.
15. Explain ethics in global retailing and marketing with suitable examples.
16. Discuss the various methods of managing technology and innovation in current global scenario.

SECTION–D

(1×15=15)

(Compulsory)

17. Discuss the factors that determine the profitability of an industry. If your company is the leader in that industry. What strategy would you follow? Why?
