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| **SESSION** | **July 2023** |
| **PROGRAM** | **MASTER OF BUSINESS ADMINISTRATION (MBA)** |
| **SEMESTER** | **IV** |
| **course CODE & NAME** | **DRMM401 International retailing** |
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**Assignment Set – 1**

**1. Illustrate and describe the Retailers by Product Mix& Product Pricing. 5+5 10**

**Ans 1.**

Retailers can be categorized based on their product mix and product pricing strategies. These strategies help retailers target specific customer segments and create a unique value proposition. Here's an illustration and description of different types of retailers based on these factors:

**1. Discount Retailers:**

**Product Mix:** Discount Its Half solved only

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

**Ans 2.**

International marketing refers to the process of promoting and selling products or services in foreign markets. It involves understanding the unique characteristics and demands of different international markets and developing marketing strategies that are tailored to those specific markets. International marketing goes beyond just exporting products; it encompasses activities

**3. Elaborateon the international trends in retailing before venturing into new markets. 10**

**Ans 3.**

Before venturing into new international markets, it is crucial for retailers to thoroughly analyze and understand the international trends in retailing. This process helps them make informed decisions,

**Assignment Set – 2**

**4. Why is service benchmarking advantageous? What are the different types of service benchmarking? 3+7 10**

**Ans 4.**

**Service benchmarking is advantageous for businesses and organizations for several reasons:**

1. **Performance Improvement:** Service benchmarking allows businesses to compare their service performance with that of competitors or industry leaders. By identifying gaps and areas where they fall short, organizations can make targeted improvements to enhance their service

**5. Explain Components of Global Strategic Offensives in Experiential Retailing. 10**

**Ans 5.**

Global strategic offensives in experiential retailing involve a comprehensive approach to create unique and engaging customer experiences across various markets worldwide. These strategies aim to differentiate a retailer from its competitors, drive customer loyalty, and increase sales. Here are the key components of global strategic offensives in experiential retailing:

**6. Explain the stages involved in a firm's international expansion. 10**

**Ans 6.**

Expanding internationally is a complex process that involves several stages. These stages may vary in their specifics depending on the industry, market conditions, and the company's goals. However, here are the general stages involved in a firm's international expansion:

1. **Preliminary Assessment:**

Internal Readiness: