

# Global Competitiveness and Retailing SOLVED NOTES EBOOK CHAPTERWISE



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## **1. DOWNLOAD EBOOK WITH NOTES CHAPTER WISE**

### **PREVIEW OF CHAPTERS SYLLABUS**

#### **Global Competitiveness and Retailing**

##### **Unit - I**

**Global Competitiveness: An overview – concept of competitiveness: sources of competitiveness, Competitive Behavior, Strategies and Models, Challenges of Competition.**

##### **Unit - II**

**Framework for Assessing Competitiveness – Various Approaches: International and National Competitiveness Studies, Developing Competitiveness – Role of Quality and Productivity in Achieving World Class Competitiveness; Attaining Competitiveness through Integrative Process Management; Technology Management, R & D, Production and Operations Management, Management and Location Decision; Entry Mode and Competitiveness; Tax Policy and competitiveness.**

##### **Unit - III**

**Retailing and Marketing Competitiveness, Culture and Competitiveness, Role of Information in Building Competitiveness. Global Competitiveness of Indian Industry –Status; Cause of Un competitiveness; Strategic Alliances – Meaning and Nature, Types of strategic Alliances; International Alliances as Strategy for gaining competitiveness; Management of Strategic Alliances ; Strategic Alliances in Indian Context.**

##### **Unit - IV**

**International Retailing – Alternative conceptions of International retailing, definitions, interpretations and classification – trends in the internationalisation of retailing and evolution of International retailing – Motives for international retailing, the changing nature of boundaries International – Where retailers internationalise, assessing the potential of retail markets – Methods of International retailing, accessing retail markets, the form of entry, joint ventures, franchising, acquisition etc. Marketing planning for differing international and regional requirements – Why retailers internationalise.**

##### **Unit - V**

**Retail Structure – Enterprise Density – Market Concentration – Product Sector – Innovation Employment Structure – Merging Structure – Global Structure – Developing Markets – Stages in Development and Mergers – Organic Growth – Choice of Market Entry – Domestic Market – Retail Operations - Non Domestic Market – Retail Positioning and Brand Image – Measurement of Store Image – Open Ended Techniques – Attitude Scaling Techniques – Multi Attribute Model – Multi dimensional scaling – Conjoint analysis**

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