

**B.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (BSCFMRM)**

Term - End Examination

December, 2012

BFW-028 : INTERNATIONAL RETAILING

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven questions.

All questions carry equal marks.

1. How has globalisation played an important role in expanding the scope of international retailing ? 10
2. Differentiate between MNCs and TNCs by giving suitable examples. 10
3. How do government policies play an important role in retailing of products in overseas market ? 10
4. What do you understand by the term international retailing ? What is its scope and nature in today's environment ? 10
5. Explain the term standardisation and adaptation with relevant examples. 10

6. How do direct exports differ from indirect exports ? Justify your view. 10
7. Explain the retail formats and scope of retailing in any one country from below : 10
- (a) India
 - (b) China
 - (c) USA
8. What are the motives for a domestic firm to go global ? 10
9. How has WTO played a crucial role in promotion of international retailing globally ? 10
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