

**M.Sc. FASHION MERCHANDIZING AND
RETAIL MANAGEMENT (MSCFMRM)**

00453

**Term-End Examination
December, 2012**

MFW-019 : INTERNATIONAL RETAILING

Time : 3 hours

Maximum Marks : 70

*Note : Answer **any seven** questions given below.*

1. What are the motives for a domestic firm to go international ? 10
2. How does the culture of a country determine the marketing of a product from a foreign country ? Give examples. 10
3. Discuss the role of WTO in the context of promoting international retailing globally ? 10
4. Distinguish between MNCs and TNCs. 10
5. What are the various modes of entering a foreign market ? Elaborate any two. 10

6. What do you mean by Foreign Direct Investment (FDI) ? How does it play an important role in promotion of trade between two countries ? 10
7. Write short notes on : 10
- Product Adaptation
- Product Standardisation
8. Discuss the various factors to be considered while designing a product for the international market. 10
9. Discuss the retailing environment in any one country from the following : 10
* India
* China
* USA
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