

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

Term - End Examination

December, 2013

BFW-028 : INTERNATIONAL RETAILING

Time : 3 hours

Maximum Marks : 70

Note : Attempt any seven questions.

All questions carry equal marks.

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1. How has globalisation played an important role in expanding the scope of international retailing ? Explain with some suitable examples. 10
 2. How do government policies play an important role in retailing of products in overseas market ? 10
 3. Explain the term standardisation and adaptation with relevant examples. 10
 4. Explain the retail formats and scope of retailing in any two country from the following : 10
 - (a) India
 - (b) China
 - (c) USA
 - (d) Hungary

5. Explain reasons for retail internationalization. 10
6. How does the culture of a country determine the marketing of a product from a foreign country ? Give suitable examples. 10
7. Discuss the role of WTO in the context of promoting international retailing globally ? 10
8. What are the various modes of entering a foreign market ? Elaborate any two. 10
