

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

Term-End Examination

December, 2013

MFW-019 : INTERNATIONAL RETAILING

Time : 3 hours

Maximum Marks : 70

Note : *Answer any seven questions. All questions carry equal marks.*

1. Why are Retailers Internationalizing ? Describe atleast five important aspects for retailing growth in India. 10
2. What do you mean by Foreign Direct Investment (FDI) ? How does it play an important role in promotion of trade between two countries ? 10
3. Discuss the various factors to be considered while designing a product for the international market. 10
4. The USA is popular destination for UK retailers ; Discuss the factors that may motivate UK retailers to enter the American market 10
5. Discuss the factors that lead to failure of many international retailing ventures. 10
6. How does politico Legal environment regulate the retailing of foreign brand in the domestic market ? 10

7. Explain the Institutional Theory of Internationalization of Retail. 10
 8. Explain the feature of Retail for any two of the following : 5+5=10
 - (a) Spain and Portugal
 - (b) Italy
 - (c) Greece
 9. What are the motives for a domestic firm to go international ? 10
 10. Explain the Economic and Social Environment Factors in Internationalization of Retail. 10
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