

**B.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (BSCFMRM)**

**Term-End Examination**

00209

**December, 2014**

**BFW-028 : INTERNATIONAL RETAILING**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Differentiate between MNCs and TNCs by giving suitable examples. 10
2. What do you understand by the term "International Retailing" ? Discuss its scope and nature in today's environment. 10
3. How does environment of a country play an important role in determining the marketing of a product in an overseas market ? 10
4. How do religion, customs and norms of a country play an important role in the international retailing of products ? 10
5. How do direct exports differ from indirect exports ? Justify your views. 10

6. Compare the current status of organised retailing in India with the international scenario. 10
  7. What are the market entry strategies and modes that retailers can adopt when they expand into international markets ? 10
  8. Describe some of the operating challenges faced by international retail organisations as they enter new markets. 10
  9. What are the retail opportunities available for retailers in the international markets ? 10
  10. How are vending machines used as a marketing tool by international retail organisations ? Explain. 10
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