

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

Term-End Examination

December, 2015

MFW-019 : INTERNATIONAL RETAILING

Time : 3 hours

Maximum Marks : 70

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

1. Why are retailers internationalizing ? Describe at least five important aspects for retailing growth in India. 10
2. Discuss the various factors to be considered while designing a product for the international market. 10
3. Discuss the factors that lead to failure of many international retailing ventures. 10
4. Explain the features of retail for any *two* of the following : 2×5=10
 - (a) Spain and Portugal
 - (b) Italy
 - (c) Greece

5. Discuss in brief the impact of Globalisation on Indian Retailing. 10
 6. Distinguish between push and pull motives behind internationalization of retailers. 10
 7. Discuss the distinguishing characteristics of global retailers in comparison to international retailers. 10
 8. Distinguish between Product Adaptation and Product Standardization. 10
 9. What are the motives for a company to adopt international retailing in spite of being a successful domestic market player ? 10
 10. Distinguish between polycentric and ethnocentric orientation with the help of suitable examples. 10
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