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

Term-End Examination

June, 2013

MFW-019 : INTERNATIONAL RETAILING

Time : 3 hours

Maximum Marks : 70

Note : Answer any seven questions.

1. Distinguish between Product Adaptation and Product Standardization. 10
2. Discuss the various factors to be considered while designing product for the international market. 10
3. What are the motives for a company to adopt international retailing inspite of being a successful domestic market player ? 10
4. What are the various ways of entering an overseas market ? 10
5. Distinguish between polycentric and ethnocentric orientation. 10

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6. How does socio-cultural environment of a country play an important role in retailing of a brand in the overseas market ? 10

 7. Write short notes on : 10
 - (a) WTO
 - (b) MNC

 8. How does politico legal environment regulate the retailing of foreign brand in the domestic market ? 10

 9. What is the role of Foreign Direct Investment (FDI) in promotion of international retailing in a foreign market ? 10
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