

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

**00274 Term-End Examination**

**June, 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 ? What is its scope and nature in today's environment ? 10
3. How do direct exports differ from indirect exports ? Justify your view. 10
4. What are the motives for a domestic firm to go global ? Explain with suitable examples. 10
5. What do you mean by Foreign Direct Investment (FDI) ? How does it play an important role in promotion of trade between two countries ? Explain with suitable examples. 10
6. Discuss the various factors to be considered while designing a product for the international market. 10

7. Explain the features of Retail for any *two* of the following : 10
- (a) Spain and Portugal
  - (b) Italy
  - (c) Greece
8. How do religion, customs and norms of a country play an important role in the international retailing of products ? Explain with suitable examples. 10
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