

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

Term-End Examination

00053

June, 2014

MFW-019 : INTERNATIONAL RETAILING

Time : 3 hours

Maximum Marks : 70

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

1. Discuss in brief the impact of Globalisation on Indian Retailing. 10
2. Why are retailers internationalising ? 10
3. Distinguish between push and pull motives behind internationalisation of retailers. 10
4. Compare and contrast the relative advantages and disadvantages of franchising and acquisition as methods of entry into foreign markets for retailers. 10

5. Discuss the distinguishing characteristics of global retailers in comparison to international retailers. 10
6. Explain Dunning's electric theory. 10
7. Discuss the technological and government factors in internationalisation of retail. 10
8. Explain the features of retail for any *two* of the following : 5+5
- (a) Hungary
 - (b) Russia
 - (c) Australia
9. How does the culture of a country determine the marketing of a product from a foreign country ? Give suitable examples. 10
10. Discuss the role of WTO in the context of promoting international retailing globally. 10
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