

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

**Term-End Examination**

00026      June, 2016

**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 has WTO played a crucial role in promotion of international retailing globally ? 10
  
4. Discuss the retail environment and the format of retailing industry in India. 10
  
5. What are the motives for a firm to go international ? 10

6. What are the various modes of entering a foreign market ? Elaborate any two. 10
  
  7. What do you mean by Foreign Direct Investment (FDI) ? How does it play an important role in the promotion of trade between two countries ? Explain with suitable examples. 10
  
  8. Discuss the various factors to be considered while designing a product for the international market. 10
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