

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

Term-End Examination

00234

June, 2017

BFW-028 : INTERNATIONAL RETAILING

Time : 3 hours

Maximum Marks : 70

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

1. Write short notes on any **two** of the following : $2 \times 5 = 10$
 - (a) Product Life Cycle
 - (b) Polycentric vs Ethnocentric Orientation
 - (c) High Context vs Low Context Culture

2. Explain the concept of international retail. According to you, what are the motives for a firm to go international ? 10

3. What are the market entry strategies and modes that retailers can adopt when they expand into international markets ? Should global and multinational retailers adopt the same entry modes ? Why or why not ? 10

4. Identify the critical factors that need to be considered in international location decisions by a retailer. 10

 5. How does the environment of a country play an important role in determining the marketing of a product in an overseas market ? Explain with suitable examples. 10

 6. Explain Dunning's Eclectic Paradigm and evaluate how the theory is applicable to the internationalizing of a retail firm. 10

 7. Write a note explaining the Hofstede's cultural dimensions model. 10

 8. Describe the challenges and threats that retail organizations may face as they enter new markets. 10

 9. Identify the consumer trends and expansion of retail markets in growing ASEAN economies. 10
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