

**M.Sc. RETAIL AND FASHION MERCHANDISE
(MSCRFM)**

Term-End Examination

June, 2017

00394

MFR-028 : GLOBAL RETAILING

Time : 3 hours

Maximum Marks : 70

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

1. Explain the concept of International Retail. Identify and discuss the five fundamental reasons that make markets attractive to retailers during their international development. 10
2. Write a note explaining the four phases of the internationalization process. 10
3. What are the various ways by which a firm can enter into a foreign market ? Supplement your answer with appropriate examples. 10
4. Identify the challenges and threats that retail organisations may face while entering into new markets. 10

5. How does the environment of a country play an important role in determining the marketing of a product in the overseas market ? Explain with suitable examples. 10
6. Explain any one theory of cross-cultural behaviour of customers with the help of an example. 10
7. Elaborate on the following : 10
- (a) OLI Framework
 - (b) EPG Model
8. "Choosing the timing to launch onto a market translates into finding the strategic window that is the most opportune for a company." Comment. 10
9. Write short notes on the following : 10
- (a) Global and Multinational retailers
 - (b) Effect of technology on international strategy and competition
10. Explain in detail (any **one**) with the help of example/diagram. : 10
- (a) International Product Life Cycle Theory
 - (b) Dimensions of Culture