

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

00410

Term-End Examination

June, 2015

MFW-019 : INTERNATIONAL RETAILING

Time : 3 hours

Maximum Marks : 70

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

1. Explain the reasons for Retail Internationalization. 10
2. What are the motives for a company to adopt international retailing inspite of being a successful domestic market player ? 10
3. Explain the technological and governmental factors in Internationalization of Retail. 10
4. Discuss the retailing environment in any **one** country from the following : 10
 - (a) India
 - (b) China
 - (c) USA

5. Discuss the various factors to be considered while designing a product for the international market. 10
6. Explain the features of Retail for any *two* of the following : 10
- (a) Spain and Portugal
 - (b) Italy
 - (c) Greece
7. How does the culture of a country determine the marketing of a product from a foreign country ? Give examples. 10
8. Discuss the role of WTO in the context of promoting international retailing globally. 10
9. How does the politico-legal environment regulate the retailing of foreign brand in the domestic market ? 10
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