

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

Term-End Examination

December, 2016

00023

BFW-028 : INTERNATIONAL RETAILING

Time : 3 hours

Maximum Marks : 70

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

1. Briefly explain any *two* of the following : 5×2=10
 - (a) EPG Model
 - (b) Product life cycle
 - (c) Critical factors considered in international location decisions

2. Explain the concept of International Retail. Identify and discuss the fundamental reasons that make markets attractive to retailers during their international development. 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. Elaborate the concept of product standardization and adaptation with suitable examples. 10
 5. How do religion, customs and norms of a country play an important role in the international retailing of products ? Give suitable examples. 10
 6. Write a note on OLI paradigm. Evaluate how this theory is applicable to the internationalizing retail firm. 10
 7. Identify and describe Hofstede's measurements of culture. 10
 8. WTO has played a crucial role in promoting international retail globally. Do you agree with the statement ? Justify. 10
 9. Retailers are now viewing ASEAN countries for international expansion. According to you, identify the top five ASEAN countries which possess the maximum potential for growth. 10
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