

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

**Term-End Examination**

00481

**December, 2017**

**BFW-028 : INTERNATIONAL RETAILING**

*Time : 3 hours*

*Maximum Marks : 70*

---

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

---

---

1. With the help of suitable examples, differentiate between MNCs and TNCs. 10
2. Explain how direct exports differ from indirect exports. Give suitable examples. 10
3. What is Foreign Direct Investment (FDI) ? How does it play an important role in the promotion of trade between two countries ? 10
4. Describe the main features of retail business for any **two** of the following countries : 10
  - (a) Greece
  - (b) Spain and Portugal
  - (c) Italy

5. How are vending machines used as a marketing tool by international retail organizations ? Explain. *10*
  
  6. Discuss the role played by WTO in the promotion of international retailing. *10*
  
  7. Explain how the environment of a country plays an important role in determining the marketing strategy of a product in the overseas market. *10*
  
  8. Discuss the various factors to be considered while designing a product for the international market. *10*
-