

**B.Sc. RETAIL AND FASHION  
MERCHANDISE (BSCRFM)**

**Term-End Examination**

**00941 December, 2017**

**BFR-023 : INTERNATIONAL RETAILING**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. Briefly explain the following : *2×5=10*
  - (a) EPG Model
  - (b) Product Life Cycle
  
2. What are the various ways by which a firm can enter into a foreign market ? Supplement your answer with appropriate examples. *10*
  
3. How do religion, customs and norms of a country play an important role in the international retailing of products ? Give suitable examples. *10*
  
4. Identify and describe Hofstede's measurements of culture. *10*

5. Retailers are now viewing ASEAN countries for international expansion. Identify the top five ASEAN countries which possess maximum potential for growth. Justify your answer. *10*
  
  6. What do you understand by the term 'International Retailing' ? Discuss its scope and nature in today's business environment. *10*
  
  7. Discuss the retail environment and the format of retailing industry in India. *10*
  
  8. Discuss the various factors to be considered while designing a product for the International market. *10*
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