

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

Term-End Examination

December, 2017

MFW-019 : INTERNATIONAL RETAILING

Time : 3 hours

Maximum Marks : 70

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

1. Compare and contrast the relative advantages and disadvantages of franchising and acquisition as methods of entry into foreign markets for retailers. 10
2. Explain Dunning's electric theory. 10
3. Explain the features of retail business for any **two** of the following : 2×5=10
 - (a) United States
 - (b) Mexico
 - (c) Australia

4. Discuss the factors responsible for retail internationalisation. *10*
 5. Explain different types of retail internationalisation. What are its limitations? *10*
 6. Discuss the stages of risk theory in the retail business. *10*
 7. What is culture? Explain the various dimensions of culture that you are familiar with. *10*
 8. What is Foreign Direct Investment (FDI)? Discuss the role of FDI in the promotion of trade between two countries. *10*
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