

**M.Sc. RETAIL AND FASHION MERCHANDISE
(MSCRFM)**

**00991 Term-End Examination
December, 2017**

MFR-028 : GLOBAL RETAILING

Time : 3 hours

Maximum Marks : 70

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

1. Define International Retailing. According to you, what are the motives for a firm to go international ? Explain. 3+7

2. Identify the entry methods most appropriate to big-box retailers. Justify your answer with the help of examples, citing retailers who have adopted such methods. 10

3. With the help of a diagram and suitable example, explain the product life cycle in the international scenario. 10

4. The pre-entry or preparation phase entails a number of choices and decisions a retailer has to make in the internationalization process. What according to you are the critical decisions that need a retailer's attention in this phase ? 10
5. How does the environment of a country play an important role in determining the marketing of a product in the overseas market ? Explain with suitable examples. 10
6. Write a note on Edward Hall's Cultural Theory. 10
7. Elaborate on the following : 10
 - (a) OLI Framework
 - (b) Dimensions of Culture
8. Cite the generic advantages to a retailer for entering early into the international market. 10
9. Write short notes on any *two* of the following : 10
 - (a) Risks in International Retailing
 - (b) Effect of Technology on Retailer's Strategy
 - (c) EPG Model
10. Explain in detail (any *one*) with the help of example/diagram wherever applicable. 10
 - (a) Comparative Cost Advantage Theory
 - (b) Phases of Internationalization Process