

**M.Sc. FASHION MERCHANDIZING & RETAIL
MANAGEMENT (MSCFMRM)**

00242

Term-End Examination

June, 2012

MFW-019 : INTERNATIONAL RETAILING

Time : 3 Hours

Maximum Marks : 70

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

1. Explain reasons for Retail Internationalization. 10
2. Explain different types of Retail Internationalization. 10
3. Explain dunning's electric theory. 10
4. Explain the stages of risk theory. 5+5
5. Explain the technological and government factors in Internationalization of Retail. 10
6. Explains all the dimensions of culture. 10
7. Explain the model of cross- cultural behaviour. 10

8. Explain the features of Retail for *any two* of the 5+5 following :
- (a) United States
 - (b) S. America
 - (c) Mexico
9. Explain the feature of Retail for *any two* of the 5+5 following :
- (a) Spain and Portugal
 - (b) Italy
 - (c) Greece
10. Explain the feature of Retail for *any two* of the 5+5 following :
- (a) Hungary
 - (b) Russia
 - (c) Australia
-