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**B.Sc. FASHION MERCHANDIZING & RETAIL  
MANAGEMENT (BSCFMRM)**

**Term - End Examination**

**June, 2013**

**BFW-028 : INTERNATIONAL RETAILING**

*Time : 3 hours*

*Maximum Marks : 70*

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

1. How does environment of a country play an important role in determining the marketing of a product in overseas market ? 10
2. Discuss the retail environment and format of retailing industry in India. 10
3. What are the various ways by which a firm can enter a foreign market ? 10
4. How government policies play a crucial role in promoting trade between two countries ? 10
5. Elaborate the concept of product standardisation and adaptation with suitable examples. 10

6. How does religion, customs and norms of a country play an important role in the international retailing of products ? 10
7. Write short notes on : 10
- WTO
  - MNC
8. Distinguish between MNC & TNC by giving suitable examples. 10
9. What are the motives for a firm to go international ? 10
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