

**B.Sc. FASHION MERCHANDISING AND  
RETAIL MANAGEMENT (BSCFMRM)**

**Term-End Examination**

**June, 2015**

**BFW-028 : INTERNATIONAL RETAILING**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. How has globalisation played an important role in expanding the scope of international retailing ? 10
2. How do government policies play an important role in retailing of products in overseas market ? 10
3. What are the motives for a domestic firm to go global ? 10
4. What are the various ways by which a firm can enter a foreign market ? 10
5. Elaborate the concept of product standardisation and adaptation with suitable examples. 10

6. Explain the role of Internet technology in redefining the international retail industry in the entire value chain. 10
  7. Explain the factors contributing to the growth of international retailing. 10
  8. Discuss the key steps to be followed in the retail internationalization process. 10
  9. Discuss the application of automated retail vending in the global scenario. 10
  10. How does deployment of right technology help international retailers in their growth ? Explain. 10
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