

2056

B. Voc. (Retail Management) FYUP
Fourth Semester

BRM- 404: International Retailing

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I Attempt any four of the following:-

- a) What is the importance of International Marketing?
- b) Write down the future of International Marketing.
- c) What are the Motives of International Retailing?
- d) Explain about the Evolution of International Retailing.
- e) What are Joint Ventures and Acquisition?
- f) In Retail Market how one could retain Competitive Advantage. (4x4)

UNIT - I

- II. What do you understand by International Marketing? Explain it's Importance in detail. (16)
- III. What are the various strategies for International Market research and also write down India's presence in International Marketing. (16)

UNIT - II

- IV. Define Internalisation of Retailing? Write down Motives of International Retailing. (16)
- V. Explain Socio-Cultural, Economic, Political, Legal and Technological aspects of International Retailing. (16)

UNIT - III

- VI. Explain how to select, study and analysis of Retailing in Global Setting. (16)
- VII. Write down the various methods of International Retailing. (16)

UNIT - IV

- VIII. How can nation compete in Foreign Market? Explain Multi Country and Global Country Competition. (16)
- IX. What is Cross Market Subsidization, Retail Structure and Global Structure? (16)

x-x-x