

1127

B. Voc. (Retail Management) Fifth Semester  
BIR-301: International Retailing

Time allowed: 3 Hours

Max. Marks: 80

**NOTE:** Attempt five questions in all, including Question No. I (Unit-I) which is compulsory and selecting two questions each from Unit I and II.

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**UNIT-I**

- I. Attempt any four out of the following:
- a) What is the need of International Marketing?
  - b) Give the strategic options for competing in foreign markets.
  - c) What are the problems in Joint ventures?
  - d) What is cross market subsidization?
  - e) What are the motives of international retailing?
  - f) Differentiate between mergers and acquisitions. (4x5)

**UNIT-II**

- II. Differentiate between International marketing and Domestic marketing. Also discuss the benefits of international marketing to a retailer. (15)
- III. What factors comprise the international retail environment? (15)
- IV. Give a note on India's presence in International marketing. (15)

**UNIT-III**

- V. Explain the various methods of international retailing. (15)
- VI. Define multi-country competition. Why it occurs? Differentiate between multi-country and global competition. (15)
- VII. What factors should an international retailer consider while selecting a retail market? (15)

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