

**S.D.E.**

**M.B.A. SEM-V (2010 COURSE)(3 YEAR COURSE) : WINTER -  
2017  
ELECTIVE-VI: f) INTERNATIONAL RETAIL MANAGEMENT (RETAIL  
MANAGEMENT)**

Day: **Thursday**  
Date: **14/12/2017**

Time: **10.00 A.M. TO 01.00 P.M.**  
Max Marks: 70

**W-2017-4308**

**N.B.:**

- 1) Attempt **ANY FOUR** questions from Section-I and attempt **ANY TWO** questions from Section-II.
- 2) Answers to both the sections should be written in **SEPERATE** answer book.
- 3) Figures to the right indicate **FULL** marks.

**SECTION-I**

- Q.1** Explain the Retail Marketing Challenges and Opportunities. **(10)**
- Q.2** What do you understand by country risk Analysis? Illustrate with examples. **(10)**
- Q.3** Explain the Process of Marketing Research with suitable examples. **(10)**
- Q.4** Discuss merits and de-merits of Foreign Market Strategies. **(10)**
- Q.5** Write short notes on **ANY TWO** of the followings **(10)**
- a) Forces of International Retailing.
  - b) Need for Environment Analysis
  - c) De-merits of Standardized Global Advertising theme.

**SECTION-II**

- Q.6** Explain the factors influencing Uniform Pricing V/s Market by Marketing Pricing with appropriate examples. **(15)**
- Q.7** Explain Global Advertising with respect to Retail Management. **(15)**
- Q.8** “Retail Management widening its scope to International due to changing Global Environment” Comment. **(15)**

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