

**SVKM's NMIMS**  
**NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: PGDRM

Examination: June 2017  
Subject: Global Retailing

Semester: IV  
Course : New  
Marks : 70  
Time: 3.00 p.m. to 6.00 p.m.

Date: 14.06.2017

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**Instructions:**

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

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**Q.1) Attempt any 2 out of 4**

**(Marks: 2X5=10)**

- a. Explain the process of International Marketing
- b. Explain any five types of retail stores
- c. Explain design phases of Supply Chain Management
- d. State the organization specific drivers of International Marketing

**Q.2) Write short notes on (2 out of 5)**

**(Marks: 2X5=10)**

- a. Future of International Marketing
- b. Wheel of Retailing
- c. Strategic Alliance & Joint Venture
- d. Importance of Supply Chain Management
- e. Multi Brand Outlet & Exclusive Brand Outlet

**Q.3) Attempt any 3 out of 5**

**(Marks: 3X10=30)**

- a. Explain the roles & responsibility of Visual Merchandiser
- b. Explain the Supply Chain Drivers
- c. Explain three phases in Supply Chain network
- d. Explain Classification of Retailers on the basis of Ownership
- e. Explain the process of developing a Global Retailing Strategy

**Q.4) Attempt both the questions**

**(Marks: 2X10=20)**

Shoppers Stop is planning to shut or relocate the unprofitable outlets & redesign some. The objective is to spur growth by attracting young consumers. The company feels that it has failed to resonate with young consumers. It is planning to launch a brand new campaign.

- a. Suggest a suitable Repositioning strategy.
- b. Prepare a communication campaign for the retail store with an objective of communicating the repositioning.

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