

SVKM's NMIMS

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: PGDRM

Examination: June 2015
Subject: Global Retailing

Date: 20.06.2015

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

Instructions:

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

Q.1.) Attempt any 2 out of 4 (Marks: 2x5 = 10)

- a) Which are the drivers of international marketing?
- b) What kind of opportunities exists in global retailing?
- c) Elaborate the objectives of supply chain?
- d) Discuss the features of online retailing?

Q.2.) Write short notes on (2 out of 5) (Marks : 2x5 = 10)

- a) Concept of multichannel retail
- b) Development of retail sector in India
- c) Online retailing
- d) Concept of distribution centre in supply chain
- e) Multinational corporation. (MNC)

Q.3.) Attempt any 3 out of 5 (Marks: 3x10 = 30)

- a) Discuss the difference between international marketing and domestic marketing?
- b) How the situational analysis conducted?
- c) Which are the supply chain drivers?
- d) Elaborate the role of website in online retailing?
- e) What is different between multi brand outlets (MBO) and exclusive brand outlet (EBO)?

Q.4.) Attempt both the questions (Marks: 2x10 = 20)

You are young MBA and planning to open up a high end online fashion Shop.

- a) Do a social connectivity planning for your online shop
- b) Do a supply chain strategy for your online shop

You are free to make any assumptions, however, the same need to be explicitly narrated
