

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

Programme: PGDRM

Examination: December 2015  
Subject: Global Retailing

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

Date: 16.12.2015

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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) Define the concept of international marketing & elaborate its features.
- b) Discuss the process of international marketing.
- c) Elaborate the challenges faced by global retailers.
- d) Define the concept of distribution center & elaborate its activities.

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

(Marks: 2X5=10)

- a) Theories of retail development
- b) Types of retail stores
- c) Supply chain drivers
- d) Multichannel retailing -
- e) Retail strategy

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

(Marks: 3X10=30)

- a) Elaborate the operating system of visual merchandising.
- b) Discuss the process view of supply chain management.
- c) Elaborate the different pricing strategies used by E-tailers.
- d) Discuss the market entry strategies for global retailers.
- e) Discuss the retail development in India.

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

(Marks: 2X10=20)

Assume that you have recently completed an MBA programme from a reputed institute and wish to set up your own entrepreneurship venture, say a fashion designing & clothing store.

- A) Do an external situation analysis for market of your choice for your retail venture
- B) Do an internal situation analysis for your retail venture.

You are free to make any assumptions, however, the same need to be explicitly narrated before your answers to QA & QB.