

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

Programme: PGDRM

Examination: June 2016
Subject: Global Retailing

Date: 15.06.2016

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) Explain different Orientations of International Marketing.
- b) Explain the International Marketing Process.
- c) Explain the process view of Supply Chain Management.
- d) Explain the steps involved in Formulating an Expansion Strategy.

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

(Marks: 2X5=10)

- a) Activities of Distribution Centres
- b) Theories of Internationalisation
- c) Licensing & Wholly owned subsidiary as a market entry strategies adopted by global retailers.
- d) Different pricing strategies used by E-tailers.
- e) Standardization Versus Adaptation Strategies.

Q.3 Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain the Theories of Retail Development.
- b) Explain the Operating system of Visual Merchandising with the diagram. State the Roles & Responsibilities of Head Visual Merchandiser.
- c) Explain the process of developing a Global Retail Strategy.
- d) Explain the Supply Chain drivers.
- e) Explain the classification of retailers based on their ownership structure & based on brand availability.

Q.4 Attempt both the questions

(Marks: 2X10=20)

As a leading retail store, you are planning to introduce a Private label brand in apparel category. As a Marketing manager of the retail store, strategize the following:

- a) Segmentation, Targeting & positioning strategies of the private label brand
- b) Suggest a suitable Social Media marketing strategy.