

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

Programme: PGDRM

Examination: December 2016

Subject: Global Retailing

Date: 14.12.2016

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 drivers of International Marketing.
- b) Explain the difference between International Marketing & Domestic Marketing
- c) Explain the components of Situation Analysis.
- d) Explain Ethnocentric & Regiocentric orientation of International Marketing.

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

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

- a) Objectives of Supply Chain Management
- b) Formats of Retailing
- c) State any five challenges in global retailing
- d) Types of Retail Stores
- e) Activities of Distribution Centres

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

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

- a) Explain the Competitive Supply Chain Strategies. Highlight the steps & obstacles in achieving Strategic fit.
- b) State the features of Online Retailing & the Pricing strategies adopted by Online Retailing.
- c) Explain the Features & Need of International marketing.
- d) Explain the strategies adopted by global retailers to enter a global market.
- e) Explain Retail Classification.

**Q.4 Attempt both the questions**

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

A leading retail store is planning to undergo a complete repositioning activity & give its brand a more contemporary image. As a Marketing Head of the retail store:

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