

**Bharati Vidyapeeth**  
**(Deemed to be University), Pune**  
**School of Distance Education**

<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>		<b>MEGHA SEHGAL</b>	
<b>Course code</b>	<b>336</b>	<b>Class:</b>	<b>MBA</b>	<b>Semester:</b>	<b>III</b>

<b>Subject:</b>	<b>INTERNATIONAL RETAILING</b>
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- Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)
- a) Define the concept & importance of International Marketing.
  - b) Briefly describe the impact of information system on international market Research.

- Q.2) Attempt **ANY TWO** of the **Following (800 Words)** (12)
- a) Explain the future of international market.
  - b) List out the methods of international Retailing.
  - c) Explain the market Analysis and foreign market entry strategies.
  - d) Discuss the challenge and approaches of international Retailing in India

- Q.3) Write Short Notes on **(ANY TWO)** (08)
- a) Franchising
  - b) Joint Ventures & Acquisitions
  - c) Global Competition
  - d) International Retailing Management

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