



Printed Pages : 3

MBAIB01

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7129

Roll No.

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M.B.A

(SEM III) ODD SEMESTER THEORY EXAMINATION 2009-10
INTERNATIONAL MARKETING

Time : 3 Hours]

[Total Marks : 100

- Note :
- (1) Attempt all questions.
 - (2) All questions carry equal marks.
 - (3) Question no. 1 is compulsory.

- 1 Discuss in brief any **four** of the following : **5×4=20**
- (a) Political Risks
 - (b) Counterfeiting
 - (c) Strategic Alliances
 - (d) International packaging
 - (e) Transfer pricing
 - (f) Counter trade
 - (g) Elements of culture
 - (h) Hofstede dimensions of culture.
- 2 (a) How is international business broader in scope **10**
compared to international trade and marketing ?
Differentiate between domestic and international
marketing suggesting suitable examples.



- (b) "Culture is responsible for the success and failure of products and services and it also poses challenges and opportunities to exploit in front of international entrepreneur". Critically evaluate the statement. Suggest the impact of culture on consumption, thinking, communication process and cultural universals. **10**

OR

- (a) Discuss in brief : **10**
- (i) Types of political systems
 - (ii) Process of internationalisation.
- (b) Why do firms go international ? What are the various approaches of international business ? **10**

- (a) "The firms need to analyze alternative foreign markets before making an entry in to foreign market". In this context how can international marketing research helps an entrepreneur ? **10**

- (b) Compare and contrast the following : **10**
- (i) Franchising and Licensing
 - (ii) Contract manufacturing and Turnkey projects.

OR

- (a) What do you understand by free trade zones ? How do you classify them ? Explain with suitable examples. **10**

- (b) "International marketing research is a part of international marketing information system". Do you agree with the statement. Support your answer with illustrations. What are the different forms of exporting ? **10**



- (a) Discuss the various strategies of international product life cycle. 10
- (b) Discuss with the help of suitable examples the various international branding strategies ? What are the factors affecting international pricing ? 10

OR

- (a) Discuss the nature and functions of various international channel of distribution or market intermediaries. 10
- (b) "The elements of international promotion mix creates the desirability of the products and services among potential buyers". In the light of above statement mention the various elements of international promotion mix ? 10

- (a) What are the various global advertising regulations ? What is the rationale of using sales promotion in international context ? 10
- (b) Discuss any 2 (two) methods of international organisational control. 10

OR

- (a) How do personal selling supports the promotional objectives of international entrepreneur ? 10
- (b) Discuss the role of international advertising and international public relations in enhancing marketing effectiveness. 10

