

Code: 17E00408

MBA IV Semester Regular & Supplementary Examinations September 2020

INTERNATIONAL MARKETING

(For students admitted in 2017 & 2018 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 (a) Discuss the importance of international marketing from economic point of view.
(b) Explain in detail about the international marketing environment.
OR
- 2 (a) Enumerate the difference between “Domestic and International Marketing”.
(b) List and discuss the different tariff systems.
OR
- 3 (a) State the difference between direct exporting and indirect exporting.
(b) How to make direct investment with joint venture and its write its characteristics?
OR
- 4 (a) List and explain the merger and its characteristics in detail.
(b) Compare different modes of entry.
OR
- 5 Explain in detail about international product lifecycle.
OR
- 6 (a) How do you maintain brand image in international market.
(b) Why geographic expansion is strategic alternatives are important in international market.
OR
- 7 (a) Explain in detail about the distribution structures.
(b) What are the factors relating to product characteristics?
OR
- 8 What are the challenges in managing international distribution strategies? How to manage the physical distribution of goods?
OR
- 9 Discuss the needs for export marketing at national level. Write role of exports in international trade.
OR
- 10 List and explain the recent export initiatives in India. Write their importance of export documentation.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study:**
(a) Suggest a frame work for preparing a marketing plan for export of processed food (Indian Cuisine) to the U.K. and the U.S.A.
(b) How would you go about selecting a few possible markets internationally for auto components?

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MBA IV Semester Supplementary Examinations November/December 2019

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Max. Marks: 60

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SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

1 For international firms, an understanding of regulatory agencies and how they operate is essential to protect business interests? Explain the statement.

OR

2 Discuss the differences between international and domestic marketing.

3 Who are the key export participants? Explain their notes.

OR

4 What is foreign direct investment (FDI)? What are the different forms of FDI?

5 Discuss the positioning strategies that are used in global marketing.

OR

6 What are the factors the global marketers should consider when launching new products in international market?

7 Explain the benefits of channel intermediaries for buyers.

OR

8 What are the global issues associated with physical distribution? How do companies tackle those issues?

9 Discuss the stages in setting of export prices.

OR

10 What are sources of export financing in India? Explain.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Describe the opportunities and threat faced by global organizations in international marketing due to advances in information technology.

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MBA IV Semester Regular Examinations May 2019

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Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: (05 X 10 = 50 Marks)

1 Explain the difference between ethnocentric polycentric, regiocentric and geocentric management orientations.

OR

2 Describe the growing importance of international marketing with few examples.

3 Discuss the advantages and disadvantages of using licensing as a market entry strategy. Give examples.

OR

4 Discuss different market entry strategies.

5 Identify a successful global brand. Write the reasons for the success of the brand you identified.

OR

6 How can the understanding of culture help global marketers?

7 Explain different marketing channel alternatives for consumer products.

OR

8 Explain the different factors that affect the choice of marketing channels.

9 Write in detail on the export procedures and documentations to be undertaken by the organization.

OR

10 In preparing a quotation, the exporter must be careful to take into account and include export related costs? Explain.

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

11 **Case Study:**

Explain the impact of exim policy on foreign trade.
