



Code: 9E00404b

MBA IV Semester Supplementary Examinations November/December 2017

INTERNATIONAL MARKETING

(For students admitted in 2013 only)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Explain the nature, scope and significance of international marketing.
- 2 Describe the impact of international social and cultural environment on international marketing with examples.
- 3 Explain the characteristics of any two regional markets of your choice.
- 4 Distinguish between indirect and direct exporting with four examples each.
- 5 Outline international product positioning with two examples.
- 6 List out and elaborate on the factors affecting the choice of distribution channels in international marketing.
- 7 Discuss the various environmental factors affecting the pricing decision of a product in international markets.
- 8 Analyze the recent changes in import and export policy of India and explain its impact on the growth of Indian exports.
