

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER 3 – EXAMINATION – WINTER 2016**

**Subject Code: 2830501****Date: 03/01/2017****Subject Name: International Marketing (IM)****Time: 02.30 PM TO 05.30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

**Q. No.****6****Q.1 (a) Objective Questions**

- When the conditions of use, tastes and preferences of consumers, purpose of the use or need satisfaction, regulatory environment, the buying capacity of the consumers etc. are not the same in the different markets, it calls for:-
- 1.

- A. Product modifications      B. Innovations  
C. Innovations                      D. Change in marketing strategy

The copying and marketing of products is made difficult by:-

- 2.
- A. Patent                              B. Legal restrictions  
C. Both (A) & (B)                  D. None of the above

An exporter incurs several other costs, besides production costs. These costs may be cost of holding stocks, packing, transport, documentation, pre-shipment inspection, insurance, etc. Such costs are termed as:-

- 3.
- A. Differential costs                  B. Delivery costs  
C. Selling and delivery costs      D. Marginal costs

- The system of moral principles and rules of conduct applied to business is known as:-
- 4.

- A. Moral ethics                      B. Conduct ethics  
C. Business ethics                  D. Social ethics

Level of economic development, size of national market, economic policies and ability to act as regional or global hub affect the:-

- 5.
- A. Individual bargaining power      B. Global bargaining power  
C. Company bargaining power      D. Country bargaining power

6. Technical, industrial and commercial steps which lead to the

marketing of new manufactured products, commercial use of new manufactured products and commercial use of technical process and equipment are:-

- |  |   |
|--|---|
| A. Innovation may be defined as above, in the business contacts          | B. Advanced marketing may be defined as above, in the business contacts |
| C. Strategic marketing may be defined as above, in the business contacts | D. None of the above  |

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|------------|--|-----------|
| <b>Q.1</b> | <b>(b) Define:</b>   | <b>04</b> |
|            | 1. Principle of absolute advantage   |           |
|            | 2. Principle of relative advantage   |           |
|            | 3. Licensing modes of international market entry   |           |
|            | 4. Common Market   |           |
| <b>Q.1</b> | <b>(c) Why is an understanding of different cultures important to an international marketing manager?</b>                          | <b>04</b> |
| <b>Q.2</b> | <b>(a) What is international marketing environment? Briefly explain various components of international marketing environment.</b> | <b>07</b> |
|            | <b>(b) Explain the Political Risk and Measures to minimize Political Risks in brief.</b>   | <b>07</b> |
|            | <b>OR</b>  |           |
|            | <b>(b) Explain the various barriers to international marketing.</b>  | <b>07</b> |
| <b>Q.3</b> | <b>(a) For a Country with high labor cost, How can it improve its export competitiveness?</b>                                      | <b>07</b> |
|            | <b>(b) Explain the steps involved in international marketing research process.</b>   | <b>07</b> |
|            | <b>OR</b>  |           |
| <b>Q.3</b> | <b>(a) Describe the international product life cycle theory. Explain various life cycle stretching strategies.</b>                 | <b>07</b> |
|            | <b>(b) Explain the Ethnocentric orientation and Polycentric orientation in detail?</b>   | <b>07</b> |
| <b>Q.4</b> | <b>(a) Describe how a company can develop its entry strategy in International Marketing?</b>                                       | <b>07</b> |
|            | <b>(b) What are the requirements of a good publicity program?</b>  | <b>07</b> |
|            | <b>OR</b>  |           |
| <b>Q.4</b> | <b>(a) What methods can be used to compute a transfer price?</b>   | <b>07</b> |
|            | <b>(b) What are the role and functions of the International Monetary Fund (IMF)?</b>   | <b>07</b> |
| <b>Q.5</b> | <b>MK Industries is a trading firm, imports large quantity of</b>  | <b>14</b> |

polymers in India. To facilitate these transactions, MK Industries takes help of various banking channels and instruments in accordance with international guidelines and laws. A typical transaction involves

1. Negotiating price with counterpart
2. Obtaining Pro-forma invoice
3. Preparing Letter of Credit Application based on pro-forma invoice
4. Submitting the application to bank, which in-turn gives promissory notes to corresponding bank
5. Prepare Application to release the document from Bank along with mandatory government forms such as Form A1 or 15c or 15d.
6. In addition, it may also involve filling up another application for Buyers Credit.

In all the process involves at least 6 set of different forms and documents which are interlinked with each other.

For small number of transactions, one can easily make these documents either by hand or in some word processor. Once the number of transaction increases, it becomes really difficult to handle and keep track of various documents generated. Also as the number of documents increase, so will the human error rate. Especially when document are inter-linked. Also almost 80% of the information is carried forward the next document in workflow chain, hence typing these documents manually involved lot of repetitive work which costs lots of time. In such case how to tackle these issues.

**OR**

**Q.5**

An owner of a small firm manufacturing and selling leather jackets would like to market his products abroad. He seeks information from you on the following?

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- a. What are the major decision areas for strategic planning in International marketing context?
- b. What kind of assistance can he get from different institutions?
- c. What are the options available to him for entering foreign markets and the potential difficulties involved with each option?

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