

Total No. of Questions : 15

MBA(IB) (Sem.-3)
INTERNATIONAL MARKETING

Subject Code : MBAIB-303

M.Code : 70766

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
2. **SECTION-B** consists of **FOUR** Subsections : Units-I, II, III & IV. Each Subsection contains **TWO** questions each carrying **EIGHT** marks each and student has to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **EIGHT** marks.

SECTION-A

- 1) Highlight the advantages of exploring business opportunities overseas with examples.
- 2) Identify important factors to keep in mind while making packaging and labeling decisions for global markets. Explain with examples.
- 3) Identify important challenges encountered in planning international marketing research with suitable illustrations.
- 4) Identify emerging trends in global retailing with illustrations.
- 5) Identify reasons for conflict between headquarters and subsidiaries with illustrations.
- 6) Describe features of important control techniques for controlling international operations with examples.

SECTION-B

UNIT-I

- 7) Identify factors to be considered while exploring business opportunities globally. Explain with relevant examples.
- 8) Outline the steps involved in conducting international marketing research with illustrations.

UNIT-II

- 9) Recommend suitable marketing strategies for introducing new products globally.
- 10) Identify factors to be considered while fixing price for international markets. What are alternative pricing strategies for global markets?

UNIT-III

- 11) What are the various distribution channel intermediaries commonly used for international operations? Explain.
- 12) What are important considerations while designing promotional strategies for international markets? What promotional strategies would you suggest for promoting products internationally? Elaborate.

UNIT-IV

- 13) Highlight relative advantages and disadvantages of alternative modes of entry into international markets by citing examples.
- 14) Describe factors to be kept in mind while designing organizational structures for global operations. Explain characteristics of alternative types of organizational structures developed for international operations.

SECTION-C

- 15) Read the Case and answer the questions based upon it :

A marketer of cotton shirts and trousers in India is planning to go international by operating in western markets. He is weighing alternative marketing strategies for overseas markets. In India, he has positioned himself as a premium brand, offering readymade garments only through his exclusive retail outlets. His brand endorsements have been through film celebrities.

Questions :

- a) What according to you are major challenges likely to be faced by the exporter in western markets?
- b) Would you recommend product standardization or product adaptation for these international markets?
- c) What will be the components of the promotional strategy for western markets?
- d) Recommend suitable pricing strategy for these markets.

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.