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Total No. of Pages : 02

Total No. of Questions : 15

MBA (2016 to 2017) (Sem.-4)
INTERNATIONAL MARKETING

Subject Code : MBA-907

M.Code : 71381

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. SECTION-A contains SIX questions carrying FIVE marks each and students has 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 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) Critically examine Absolute Cost Advantage theory of international trade with examples.
- 2) Identify important challenges encountered while entering international markets.
- 3) Identify important objectives of International Monetary Fund.
- 4) Highlight the scope of international marketing research.
- 5) Identify major incentives available to exporters from India.
- 6) Describe important distribution channels used for international distribution.

SECTION-B**UNIT-I**

- 7) Define international marketing. Highlight the reasons for entering international markets. What are the challenges encountered in international marketing? Explain with relevant examples.
- 8) Outline international market entry strategies by citing illustrations.

UNIT-II

- 9) What are the objectives of World Trade Organisation? Write a detailed note on impact of WTO on world trade.
- 10) Identify salient features of international marketing environment by citing examples.



UNIT-III

- 11) Critically examine direction and composition of Indian exports.
- 12) Highlight the functions of important export promotion organizations in India.

UNIT-IV

- 13) Identify various factors influencing international pricing decisions. Describe major international pricing strategies, with examples.
- 14) Outline the process involved in processing of an export order with examples.

SECTION-C**15) Read the Case and answer the questions based upon it**

A leading international branded garment manufacturer presently operating, in Canada and America intends to enter the Asian market, especially India, Pakistan, Saudi Arabia. There are plenty of challenges he is expecting in view of the differing cultures, socio-economic issues etc. He is contemplating entering these markets on immediate basis. He is not sure whether his marketing mix elements used in American markets can be replicated in these potential new markets. Thus, challenges of building brand awareness and brand positioning also gain importance, especially in view of language and cultural variability.

Questions :

- a) What according to you are major challenges faced by the company in entering the above markets?
- b) What mode of market entry strategies would you recommend for these three potential markets?
- c) What will be the components of the promotional strategy?
- 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.