

R15

Code No: 724AE

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA IV Semester Examinations, January-2018****INTERNATIONAL MARKETING****Time: 3hours****Max.Marks:75**

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A.
Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 marks = 25**

- 1.a) Define marketing? Explain the salient features of International Marketing. [5]
- b) Explain the technological environment of Global Markets. [5]
- c) Explain the 'world market stages'. [5]
- d) Describe various promotional strategies. [5]
- e) What are the E-Marketing channels? Explain. [5]

PART - B**5 × 10 marks = 50**

2. Explain various International Marketing Theories. [10]
OR
3. Discuss various types of markets. [10]
4. Discuss the social and legal environment in International Marketing. [10]
OR
5. What is EXIM policy? Discuss the International Trade in Goods and Services. [10]
6. What factors determine the selection of International Markets? Explain. [10]
OR
7. The culture of a country affects the consumer preferences and business practices. Discuss the implications of the cultural variations in different countries. [10]
8. Elucidate the various pricing strategies of International Markets. [10]
OR
9. Write a note on segmentation of products and services for consumers and business. [10]
10. Discuss E-marketing channels organization of the global marketing programme. [10]
OR
11. What are the different types of control that an organization can adopt while implementing Global marketing strategies? [10]

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