

**R15****Code No: 724AE****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, June/July-2018****INTERNATIONAL MARKETING****Time: 3 hours****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) "Cultural dimensions are the biggest challenge for global marketers" – Critically evaluate the statement with relevant examples. [5]
- b) 'A new equilibrium is emerging in global economy', Do you agree or not? Give reasons. [5]
- c) Take a stand: The principles and practices of supply-side economics are by and large at work in the global system. [5]
- d) Price discrimination is indistinguishable from dumping. Discuss the acceptability of this statement. [5]
- e) What are the main features of the global consumer environment? [5]

**PART - B****5 × 10 marks = 50**

- 2.a) Explain your awareness to international marketing environment.
- b) Briefly explain various components of international marketing environment. [5+5]

**OR**

- 3.a) Briefly describe the factors that influence international market selection.
- b) Explain the importance of ecological environment in international marketing. [5+5]

- 4.a) Describe the impact of growth of Information Technology on inter-national marketing.
- b) Identify the parameters of the international economic environment that affect marketing of products and services globally. [5+5]

**OR**

- 5.a) Why do nations impose quantitative and non-quantitative barriers on exporting by foreign firms?
- b) What are the objectives behind formulating an EXIM policy for a nation like India? [5+5]

- 6.a) Briefly describe the process of International Marketing Research.
- b) Explain their merits and limitations of different methods of collecting primary data in international marketing research. [5+5]

**OR**

- 7.a) What implications do you foresee on the global markets if US restricts outsourcing?
- b) The World Bank is supposed to help both the developed and the developing countries, but it seems there is a bias in favor of the developed nations, particularly the US. Justify, whether you agree or disagree with the statement. [5+5]

8. A product nearing the end of its life cycle in the domestic market may find a new lease of life in a developing market elsewhere in the globe. Explain with suitable examples how this phenomenon is at work in India with the opening up of the Indian economy. [10]

**OR**

9. Explain with suitable examples, why consumer products generally require greater modification for international sales than do industrial products or services. [10]
10. Consider an Indian company operating in international Markets. Explore whether the firm is marketing standardized or customized products in different markets. Explain the implications of the firm's product decisions. [10]

**OR**

11. Assume yourself as the marketing executive in an Indian company manufacturing consumer electronic goods like digital cameras, camcorders, personal computers, video game consoles, telephones and mobile phones. Your company has decided to enter into international markets without any investments abroad. Discuss various modes of entry suitable in this regard and also explain their merits and limitations. [10]

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