

**R15**

Code No: 724AE

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA IV Semester Examinations, December - 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) Write about International Markets Vs. Domestic Markets. [5]
- b) State the Barriers to International Trade. [5]
- c) Make a short note SWOT analysis of Target markets. [5]
- d) Explain the role of Country of Origin in International Markets. [5]
- e) Write in brief on E-Marketing channels. [5]

PART - B**5 × 10 marks = 50**

2. "What works in Domestic Markets may not work in International Markets". Comment, discussing the approach, focus, points of difference and perspective of Marketing in Domestic Markets in comparison with the International Markets. [10]

OR

3. "There are numerous reasons why one firm has to become International or go beyond Domestic markets". Comment, discussing the reasons for the same, as well as some theories of International Marketing. [10]

4. "A nation today has to encourage the international trade in all possible ways for economic growth". Comment, discussing the India's EXIM Policy, its pros and cons in encouraging international trade. [10]

OR

5. "One has to have a deep understanding of the Marketing Environment for International Marketing". Comment, discussing varied marketing environmental aspects to be considered in International Markets. [10]

6. "One has to do a lot of Market Research before deciding on the International Marketing destination". Comment, discussing factors which make these destinations attractive for international marketing. [10]

OR

7. "Nations enter into International Trade agreements for better trade ties between them", Comment, discussing the role of these trade agreements in international marketing. Take few examples of trade agreements and discuss their impact and role. [10]



8. Effective Positioning of products is essential for their success in International Markets". Comment, discussing the positioning of products in International Markets and various factors to be considered when positioning in International markets. [10]

OR

9. "Pricing in International Markets is complex process with lot of influencing factors". Comment, discussing the issues and challenges in pricing in International markets and also the factors effecting the pricing strategies. [10]

10. "One has to be a great Negotiator while dealing with the International Customers". Comment, discussing how one can be an effective negotiator in International Markets. [10]

OR

11. "Effective marketing channel organization and control of global marketing program is very important for success of International Trade and Marketing". Comment, discussing the role played by them in international marketing. [10]

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