

**R15**

Code No: 724AE

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA IV Semester Examinations, December - 2019****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) Discuss various types of markets. [5]
- b) Write about the preliminary documents required for Exporting? [5]
- c) Explain elements of Global promotional mix. [5]
- d) What do you mean by Global market segmentation? [5]
- e) What are the measures to be taken while negotiating with global customers? [5]

PART - B**5 × 10 Marks = 50**

2. What do you understand by international marketing? Evaluate the scope and significance of international marketing. [10]
- OR**
3. Differentiate between domestic marketing and international marketing. [10]
4. Does technological environment influence on international marketing? Justify. [10]
- OR**
5. Explain International Trade and its barriers in trading Goods and Services. [10]
6. Discuss about how market selection influences on global market opportunities. [10]
- OR**
7. Give in detail a note on international trade agreements. [10]
8. How is global channel distribution selected? [10]
- OR**
9. Briefly discuss about factors effecting global pricing decisions? Explain few pricing strategies. [10]
10. Discuss the environmental factors that affect the implementation of global marketing strategies. [10]
- OR**
11. Elucidate the problem faced in Implementing Global Marketing strategies. [10]

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