

**R15**

Code No: 724AE

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, April/May-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) Explain the scope of International Marketing. [5]
- b) Brief on EXIM policy. [5]
- c) Elaborate the world market stages. [5]
- d) State the factors that impact international pricing. [5]
- e) Explain the E-market controlling. [5]

**PART - B****5 × 10 marks = 50**

2. Describe in detail the various reasons for a firm to enter International Marketing and brief on types of economics and markets. [10]

**OR**

3. Explain difference between Domestic and International Marketing and state international marketing theories. [10]

4. Write a detailed note on Trade Barriers with respect to International Marketing. [10]

**OR**

5. Discuss the Political and Economic environment types in Global Markets. [10]

6. Briefly describe the process of International Marketing Research and discuss different international trade agreements. [10]

**OR**

7. Explain Government policies and SWOT analysis of Target markets. [10]

8. Describe International Market Channels and distinguish between indirect and direct marketing channels. [10]

**OR**

9. Explain different promotional strategies in Global market. [10]

10. Discuss the implementation of Global marketing strategies negotiation with customers. [10]

**OR**

11. Discuss E-marketing channels controlling of the global marketing programme. [10]

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