

Code: 9E00404b

MBA IV Semester Regular & Supplementary Examinations July 2015

INTERNATIONAL MARKETING

(For students admitted in 2011, 2012 and 2013 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions

All questions carry equal marks

- 1 (a) What is international marketing? Discuss the scope and significance of international marketing.
(b) What is the difference between international and domestic marketing?
- 2 What are the various environmental forces influencing international marketing function? Explain.
- 3 Explain the difference between segmenting and targeting in the context of international marketing with examples.
- 4 (a) Explain the advantages and disadvantages of using licensing as a market entry strategy.
(b) Compare and contrast the different forms that a company's foreign investment can take.
- 5 (a) Discuss the basic product concepts that underlie a successful global marketing product strategy.
(b) Outline the importance of "Country of origin" as a brand element.
- 6 Describe the different categories of retail operations that are found in various parts of the world.
- 7 Identify special forms of marketing communication and explain how global marketers integrate them into the overall promotion mix.
- 8 Discuss about EXIM policy of India.
