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Register Number:

Name of the Candidate:

M.B.A. DEGREE EXAMINATION, May 2015

(INTERNATIONAL BUSINESS)

(SECOND YEAR)

220: INTERNATIONAL MARKETING MANAGEMENT

Time: Three hours

Maximum: 75 marks

SECTION - A
Answer any FIVE questions

(5 × 3 = 15)

1. What is International marketing?
2. Enumerate the international product policy.
3. Nature of the product attributes in International marketing.
4. Write short note of FOB.
5. Define Multinational retailers.
6. What do you understand by global advertising?
7. Enlist the international marketing Intelligence.
8. what is World wide web.

SECTION - B
Answer any THREE questions

(3 × 15 = 45)

9. Briefly discuss legal dimension in International marketing.
10. Explain the international product planning and development.
11. Describe the factors influencing in international pricing.
12. Highlight the distribution channels in international market.
13. Elaborate the sales promoting techniques is international market.

SECTION - C
COMPULSORY
(Case Study)

(1 × 15 = 15)

14. Before globalizing Indian economy, Indian had only three car manufacturing company's viz., Hindustan motors, premier Auto mobile and standard motors. But today, Indian has number of car manufacturing companies both Indian and Foreign origin manufacturing and marketing a variety of cars not only in India but also in developed countries.
1. What marketing strategies that these companies are followed not only to sustain but also to improve the market share?
 2. Why foreign companies prefer India to set up their automobile manufacturing outfits?
 3. Do you approve of the opinion that the competition gives rise to quality enchancement and strategic marketing management by Indian companies?

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