

**CODE NO: R5-R7-43/MBA**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA-IV Semester Supplementary Examinations February -2010**

**INTERNATIONAL MARKETING**

**Time:3hours**

**Max.Marks:60**

**Answer any Five questions**

**All questions carry equal marks**

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1. Compare and contrast the similarities and dissimilarities between international and domestic marketing.
2. Do we need to learn to “do’s” and “don’ts” of cell trading cultures and develop a system of follow-up persistence to accomplish the sale in a changing and emerging international market scenario? Discuss.
3. It is often said that “change in business starts with a vision which offers inspiration” Do you agree with the view that companies going global need a powerful vision to lead the organization and every employee into the future? Explain.
4. Describe the strategies that need to be adopted to international market entry with Direct investment and with indirect investment by manufactures.
5. How far do you agree with the view that global companies need to develop the capabilities to introduce new products in international market and deliver customized solution that solve their problem and fulfill their needs whenever and wherever they do business?
6. Describe the strategies that are required to be adopted in selecting international marketing channels. What factors influence the selection of channels?
7. Enumerate the factors that deserve serious consideration in designing global pricing in international trade,
8. Describe the factors that govern the export policy decisions of a firm. Give suitable examples.