

Code: 14E00408

MBA IV Semester Regular Examinations June/July 2016

INTERNATIONAL MARKETING

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

Answer the following: (05 X 10 = 50 Marks)

- 1 Explain the political-legal environmental influence of international marketing.
OR
- 2 Bring out the differences between domestic and international markets.
- 3 Bring out the difference between direct and indirect exporting.
OR
- 4 What is FDI? Elaborate with examples.
- 5 Explain brand significance in international markets.
OR
- 6 Elaborate on strategic alternatives of market expansion.
- 7 Explain the distribution structures of foreign markets.
OR
- 8 List out various factors influencing the choice of channels.
- 9 Discuss export documentation procedure in India.
OR
- 10 List out major incentives offered for exports by Indian government.

SECTION – B

(Compulsory Question)

01 X 10 = 10 Marks

11 Case study:

Consider the foreign trips made by prime minister Narendra Modi. One of the major objectives of such tours is to encourage foreign trade and FDIs. Finance Minister Mr. Shri Arun Jaitley is also stressing upon international markets.

Analyze the impact of political environment of BJP governed India and discuss its impact on international trade and marketing.
