

Code: 14E00408

MBA IV Semester Supplementary Examinations November 2016

**INTERNATIONAL MARKETING**

(For students admitted in 2014 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

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**SECTION – A**

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

- 1 Explain the scope and significance of international marketing in present day business.

**OR**

- 2 How do socio-cultural aspects of different countries influence international marketing?

- 3 Describe latest international market entry strategies.

**OR**

- 4 Explain major entry strategies of Indian companies.

- 5 Explain different aspects of product positioning in foreign markets.

**OR**

- 6 Differentiate domestic and international product life cycle.

- 7 List out various elements involved in physical distribution of goods.

**OR**

- 8 Explain the issues involved in selection of market intermediaries in foreign countries.

- 9 Elaborate 'EXIM policy' of India.

**OR**

- 10 Explain various elements of export costing and pricing.

**SECTION – B**

(Compulsory Question)

01 X 10 = 10 Marks

- 11 **Case study:**

What do you know about 'Panama papers'?

A famous scandal that was brought to light by British media which pointed out involvement of many famous personalities of India.

Analyze the case and discuss the impact it can have on Indian trade and commerce and its brand image.

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