

R05

Code No: 47

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA-IV Semester Supplementary Examinations July 2010

INTERNATIONAL MARKETING

Time: 3hours

Max.Marks:60

**Answer any Five questions
All questions carry equal Marks**

1. Discuss about the scope of international marketing.
2. Explain the characteristics of international marketing environment.
3. Explain the characteristics of regional market.
4. Explain the significance of domestic purchasing.
5. What are the characteristics of an international brand name?
6. How physical distribution is different from domestic and international marketing?
7. Discuss the role of costs in international price determination decision.
8. What are the various facilities available to recognized export houses and trading houses in India?

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