

**R07**

**Code No: 43**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD  
MBA-IV Semester Regular Examinations July 2010  
INTERNATIONAL MARKETING**

**Time: 3hours**

**Max.Marks:60**

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

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1. Discuss the significance of international marketing.
2. Discuss the multiplicity of international social environment.
3. How are international market segmentation done?
4. Explain the role of direct exporting in international marketing.
5. Define the country-of-origin affects and give examples.
6. In which circumstances are trading companies likely to be used? Illustrate your answer.
7. Describe the process of price setting procedure of an international marketer.
8. What are the measures initiated by the Indian government to help Indian exporters in marketing their products abroad?

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