

R07

Code no: MB403

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA - IV Semester Examinations, January 2011

INTERNATIONAL MARKETING

Time: 3hours

Max. Marks: 60

**Answer any five questions
All questions carry equal marks**

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1. What do you understand by International Marketing? Evaluate the scope and significance of International Marketing.
2. Discuss the Socio-Cultural environmental influences on International marketing.
3. How do you identify foreign markets? Classify World markets.
4. Explain the strategies of Global entry and expansion.
5. Explain the different stages in the development of a new product in international marketing .
6. How is a global channel of distribution selected?
7. Critically explain the Policies and Strategies of international pricing.
8. Analyse the recent changes in import – export policy of India and examine its impact on the growth of India's exports.
