

2016

MBA

3rd Semester Examination

INTERNATIONAL MARKETING

(Specialisation : Marketing Management)

PAPER—M-304

Full Marks : 100

Time : 3 Hours

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

Illustrate the answers wherever necessary.

1. Answer any *eight* questions : 8×5

- (a) Briefly enumerate the challenges and opportunities in International Marketing.
- (b) What do you mean by Merger & Acquisition in International Marketing? Briefly discuss.

(Turn Over)

- (c) How many layers are there in Product Designing ?
Discuss with suitable diagram.
- (d) Discuss with diagram the New Product Development
Process with respect to international marketing.
- (e) Write short note on Dumping.
- (f) What do you mean by Skimming Pricing Strategy ?
- (g) What is a Brand ? What do you mean by Brand Equity ?
- (h) Discuss the role of World Bank in International Marketing.
- (i) Write short note on 'Trade Blocks'.
- (j) What are the differences between 'Free Trade and
Restricted Trade' ?
- (k) Why do MNC's go global ?
- (l) How can social media help in internet marketing ?

2. Answer any *four* questions :

4×10

- (a) Discuss in details the factors affecting International Price
Determination.
- (b) Discuss categorically the E.P.R.G. Framework in the
context of International Marketing.

- (c) What do you mean by Transfer Pricing ? Discuss Price Escalation with a hypothetical example.
- (d) Discuss in detail the use of online channel for international marketing operation.
- (e) Write short notes on any *two* :
- (i) WTO ;
 - (ii) Product Adaptation ;
 - (iii) Strategic Alliance in International Market Entry.
- (f) What is tariff ? Schematically explain the effects of tariff in small country.

[Internal Assessment : 20]
