

2017

MBA

3rd Semester Examination

INTERNATIONAL MARKETING

(Specialisation : Marketing Management)

PAPER—M-308

Full Marks : 100

Time : 3 Hours

The figures in the right-hand 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) What do you mean by 'geocentricism' dimension of an international firm ?

(Turn Over)

- (b) What do you mean by "Licencing" and "Franchising" in connection with International Marketing. Give examples. 4+1
- (c) Why 'global awareness' is important to analyse international market ?
- (d) Identify any two reasons for failure in international market.
- (e) Elucidate 'grey market' with example.
- (f) How an effective 'message' is designed in market communication ?
- (g) What do you mean by supply Chain Management ?
- (h) Mention any two trading blocks. What are their objectives ? 2+3
- (i) Write down any two basic objectives of WTO.
- (j) What are quotas ? Differentiate between tariff quotas and Voluntary Quotas ? 2+3

(k) Why 'green marketing' is drawing attention of global marketers ?

(l) 'Xerox is a perfect example of International Product Life Cycle theory of trade'—Justify.

2. Answer any *four* questions :

4×10

(a) How international marketing decision is made in a multinational company ? Illustrate.

(b) What are the major determinants of international pricing ? Explain briefly.

(c) Write short notes on any two :

(i) Incoterms

(ii) Dumping

(iii) Trade Blocs.

(d) Suppose you are the head of promotional campaign of a reputed brand. How do you plan for it in a new market ?

- (e) Compare and Contrast Adam Smith's theory of "Absolute Cost Advantage" and David Ricardos' "Comparative Cost Advantage" theory. 5+5
- (f) What are tariff barriers. Discuss in details the various types of tariff barriers in the context of International Marketing? 2+8

[Internal Assessment : 20 Marks]
