

2018

MBA

3rd Semester Examination

INTERNATIONAL MARKETING

(Specialisation : Marketing Management)

PAPER—M-304

Subject Code—09

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) When product standardization is more appropriate strategy than product adaptation ?
- (b) Differentiate joint venture with strategic alliance.

(Turn Over)

- (c) Explain with example Ricardian theory of Comparative advantage.
- (d) What are the different forms of trade Protection ?
- (e) Note important considerations while global communication strategy is designed.
- (f) Distinguish between logistics and supply chain management.
- (g) What is role of IMF in international trade ?
- (h) What do you mean by 'Geocentric' approach to international marketing ?
- (i) Differentiate between GATT and WTO.
- (j) Write any two advantages and disadvantages of online marketing.
- (k) How do you differentiate multinational company from global company ?
- (l) What are the basic components of a suitable 'message' ?

2. Answer any *four* questions : 4×10

- (a) How price is determined in international market ?
Elucidate different pricing strategy adopted by MNCs.

5+5

- (b) What is trade block ? Write down the role of trade block in promoting regional development. 2+8
- (c) Give a brief description of different market entry strategies.
- (d) What are the determinants of designing distribution channel in international market ? How do you select right overseas intermediaries. 5+5
- (e) Suppose you are the brand manager of an MNC operating in India. Design a framework of building brand for your company.
- (f) Write down the scope of international marketing in the context of international business.

[Internal Assessment : 20 Marks]
