

2011**M B A****4th Semester Examination****INTERNATIONAL MARKETING****(Specialisation : Marketing Management)****PAPER—M 404***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.**Write the answers to Questions of each Half in separate books.***First Half****(Marks : 50)****Answer any four of the following :** 5×4

- (a) Give a focus on the determinants of Market Selection in international marketing control.
- (b) What is the role of export promotion organisation?
- (c) Write down the importance of personal selling in international marketing.
- (d) Discuss briefly the methods of distribution in international marketing.
- (e) Give a brief note of pricing structure in international marketing.
- (f) Write a short note on transfer pricing and price dumping. 2.5+2.5

(Turn Over)

2. Answer any *two* of the following : 10x
- (a) Make an elaboration on EPRG framework International Marketing context.
 - (b) What are the differences between international, multinational, global, trans-national and national organization ?
 - (c) Discuss the elements of International Marketing Environment.

[Internal Assessment : 10]

Second Half

(Marks : 50)

3. Answer any *four* questions : 5x
- (a) What is the difference between International Product Life Cycle and Domestic Product Life Cycle ?
 - (b) Briefly discuss the functions of WTO.
 - (c) What was the role of GATT in international marketing
 - (d) Write a short note on MNCs.
 - (e) What is 'Terms of Trade' ? How does it differ from exchange rate ?
 - (f) What kind of branding strategy the international organization should — follow ?
4. Answer any *two* of the following : 10x2
- (a) Briefly discuss different tariff and non-tariff barrier in international marketing.
 - (b) Give a focus on the advancement of H-O theory of international trade in comparison with the Ricardian theory and Smithian theory of international trade.
 - (c) With suitable example by applying the Ricardian theory of Comparative cost Advantage in International trade prove that the countries involved in international trade gains from trade.

[Internal Assessment : 10]