

2013

MASTER OF BUSINESS ADMINISTRATION

[Fourth Semester Examination]

INTERNATIONAL MARKETING

(Specialisation : *Marketing Management*)

PAPER— M-404

Full Marks : 100

Time : 3 hours

The figures in the right-hand margin indicate 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*]

(Turn Over)

1. Answer any *four* of the following : 5 × 4

(a) How is international marketing different from domestic marketing ?

(b) How would you develop marketing strategies according to the stages of countries development ?

(c) Outline the impact of culture in international marketing with example.

(d) "Branding is an important task in international marketing" – illustrate with example.

(e) 'Channel management is very crucial for getting success in international business' – How would you manage an international channel ?

(f) Write a note on 'Transfer Pricing'.

2. Answer any *two* of the following : 10 × 2

(a) Explain with example different bases of international market segmentation. As an international marketers. What factors should you consider for selecting an international market ? 5 + 5

(3)

- (b) Schematically explain different patterns of international PLC. How do you design a product for international marketing? 6 + 4
- (c) What major factors should you take into account for designing an effective international distribution channel? State the process of selecting intermediaries in international distribution channel. 6 + 4

[*Internal Assessment* : 10 Marks]

SECOND HALF

[*Marks* : 50]

3. Answer any *four* of the following : 5 × 4
- (a) Outline the concept of MNC's.
- (b) Distinguish between Direct Marketing and Indirect Marketing with reference to international Business.
- (c) How is restricted trade different from the free trade ?

- (d) State the significance of internationalization of an organisation.
- (e) Explain with example the comparative advantage theory in international trade.
- (f) Write a note on "Capital transfer theory".
4. Answer any *two* of the following : 10 × 2
- (a) Why are tariffs and trade barriers used in international marketing ? Discuss different types of tariffs and trade barriers that a government can employ. 5 + 5
- (b) Discuss the role of world bank in international marketing. State the objectives of WTO. 5 + 5
- (c) Explain the concept of state trading. Discuss the different factors that are influencing Regional Trade Blocks. 5 + 5

[*Internal Assessment* : 10 Marks]
