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2016

M B A

4th Semester Examination

Subject : INTERNATIONAL MARKETING

(Specialization : 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)

1. Answer any four questions : 4×5
- (a) Discuss the significance of the EPRG framework in international marketing.
- (b) What are the factors favouring global product standardization ?

(Turn Over)

- (c) Suggest any two strategies for a successful entry into the global market.
- (d) What product adaptation. Give two examples of global product adaptation in India.
- (e) Define Packaging. Explain factors for package design in international Markets.
- (f) What is Direct Exporting? Explain its techniques.

2. Answer any *two* questions : 2×10

- (a) Discuss the different pricing strategies available to global marketers.
- (b) What are the Overseas Distribution Channels? Explain factors influencing 'Selection of Overseas Distribution Channels'.
- (c) Schematically describe the international product life cycle.

[Internal Assessment : 10 Marks]

(Second Half)

(Marks : 50)

3. Answer any *four* questions : 4×5

- (a) Explain the environment factors affecting international trade.
- (b) Discuss the role of the Internet and its impact on global marketing.
- (c) What are the statutory requirements of Imports.
- (d) Distinguish between free trade and restricted trade.
- (e) Outline the 'Comparative Advantage Theory' by David Ricardo.
- (f) Write a note on commercial invoice.

4. Answer any *two* questions : 2×10

- (a) Exports are necessary for developed and developing nations. Discuss.

- (b) Explain the various tariff barriers in international trade.
- (c) What is transfer pricing ? What are the main objective of adopting transfer pricing ?

[Internal Assessment : 10 Marks]
