

NEW

2015

MBA 3rd Semester Examination

INTERNATIONAL MARKETING

(Specialisation : Marketing Management)

PAPER—M-304

Full Marks : 100

Time : 3 Hours

The figures in the 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 : 5×8

(a) How does international marketing differs from domestic marketing ? Explain.

(Turn Over)

- (b) How does EPRG framework help the marketer to select the market ?
- (c) Discuss in detail the usefulness of a trade fair as a promotional tool in international marketing.
- (d) Contrast domestic advertising with international advertising.
- (e) Write a brief note on 'Dumping'.
- (f) Explain with an example the absolute advantage theory by Smith.
- (g) How does free trade differs from restricted trade ? Explain.
- (h) Write a note on 'Branding Strategies in international marketing.
- (i) What is exporting ? Explain the process of exporting.
- (j) What is bill of lading ? What purposes does it serve ?
- (k) What is an MNC ? Discuss the important features of MNCs.
- (l) Explain briefly the important components of Balance of Payments (BOP).

(m) Discuss licensing and Joint Ventures as ways of entering foreign markets.

2. Answer any *four* from the following : 10×4

(a) Discuss targeting strategies and positioning approaches in global markets.

(b) As a marketer which direct entry strategy do you adopt for entering an international market say Japan ? and why ? Explain.

(c) What do you mean by product adaptation in international market ? Schematically explain the various stages of product adaptation process.

(d) Mention various factors that are affecting international pricing. And explain how does these factors are affecting international pricing ?

(e) State the components of international promotion mix. Discuss with example various promotional strategies that are commonly used by the marketer for promoting products in international markets.

- (f) What are tariff barriers ? Schematically explain the effects of tariff in a small country.

[Internal Assessment : 20]
