

2015

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) Define 'International Marketing'. State the factors to be considered in International Marketing Decisions.

(b) What are the reasons for a domestic manufacturer to enter into foreign markets ?

(Turn Over)

- (c) Distinguish between differentiated international market targeting and concentrated international market targeting.
- (d) "Operating in international markets is much more complex than marketing domestically". Critically evaluate the statement with example.
- (e) State the advantages of Personal selling in international marketing.
- (f) Write a note on EPRG framework.

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

- (a) Give a brief description of the factors affecting branding decision in international marketing.
- (b) Give a brief description of the factors affecting channel decision in international markets.
- (c) Discuss with example major critical equivalencies of global market segmentation.

[Internal Assessment : 10 Marks]

(Second Half)

(Marks : 50)

3. Answer any four questions : 4×5

- (a) How does Multinational marketing differ from global marketing ?
- (b) Explain with hypothetical example the relative advantage theory in international trade.
- (c) In the highly competitive global business world today do you think that a company should or should not market the same product in the same way around the world ? Justify your answer.
- (d) What are the parameters used to assess dumping of goods from a country ?
- (e) Explain briefly the important components of Balance of Payment (BoP).
- (f) Write a note on 'Regional trade block'.

4. Answer any *two* questions : 2×10

- (a) How does free trade differ from restricted trade?
Discuss the various instruments of trade restriction especially tariff barriers. 3+7
- (b) Schematically explain the effects of tariff in a small country.
- (c) What are the principal documents used for documentation purposes in International Trade? Classify the documents according to their uses.

[Internal Assessment : 10 Marks]
