

2014

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) Distinguish between direct and indirect channel of distribution ?
- (b) What is the difference between multinational and transactional companies ?

(Turn Over)

- (c) Write a note on 'Dumping'?
- (d) Elaborate EPRG framework in international marketing?
- (e) Discuss the factors that affects international positioning.
- (f) Differentiate between standardized and adaptive promotions in international marketing

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

- (a) What is international marketing? What are the different market entry strategies for the companies in international markets? 3+7
- (b) What is international product life cycle? Discuss the different types of product life cycle with reference to International Marketing.
- (c) What are the different methods of pricing in international marketing? Describe the concept of transfer pricing? 5+5

[Internal Assessment : 10 Marks]

(Second Half)**(Marks : 50)****3. Answer any four questions : 4×5**

- (a) Mention the important features of MNC's in the era of globalization.
- (b) Why government of a country imposes restriction on trading in international trade.
- (c) Why is the WTO more effective than the GATT in international business?
- (d) Explain with suitable example the theory of absolute advantage with reference to international trade.
- (e) "An MNC's go abroad only for maximisation of Profit" — Justify with your opinion.
- (f) Write a note on 'Antidumping'.

4. Answer any two questions : 2×10

- (a) What do you mean by FDI? State the merits and demerits of FDI in the era of liberalization.

3+7

(b) What do you mean by gain from trade ? Mention the various forms of Protection in international trade.

4+6

(c) Discuss in brief, the essential documents that maintain the flow of export of goods on international business.

10

[Internal Assessment : 10 Marks]
