

MBA 3rd Semester Examination, 2019

INTERNATIONAL MARKETING

PAPER – MBA-308

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

GROUP—A

Answer any **eight** questions : 2 × 8

1. Elucidate 'Geocentric Approach' of International Marketing.
2. Define 'Balance of Trade'.
3. What is 'price skimming' strategy ?

4. What is 'grey market' ? How it is controlled ?
5. What do you mean by 'Product Counterfeiting' ?
6. Write any two disadvantages of online channel for marketing operations.
7. Write any two functions of State Trading Corporation.
8. What do you mean by 'Price escalation' ?
9. State the concept of product standardisation.
10. State any two objectives of GATT.
11. State two important roles of Exim Policy in International Market development.
12. State the needs of international marketing segmentation.

GROUP-B

Answer any **eight** questions :

4 × 8

13. Explain 'Strategic Alliance' product strategy with example.
14. Point out the major roles of IMF in combating trade deficit.
15. Elaborate absolute advantage theory of trade with suitable example.
16. Discuss concept of transfer price.
17. How distribution channels are selected by an MNE ?
18. Do you think Trade Fair and Exhibitions are two effective promotional Techniques ? Argue.
19. What is dumping and state its causes.
20. Identify the strategies normally adopted in entry in international market.
21. Why global advertising regulations are important ?

22. How international distribution channels are selected for an Ethnocentric organisation ?
23. Discuss briefly the concept of Trade block stating its impact in international marketing.
24. State the role of media and message for international market promotion.

GROUP—C

Answer any **four** questions : 8 × 4

25. Highlight the major challenges and opportunities international marketing.
26. How pricing is done in international market ? Explain with examples.
27. What are the major issues of managing global distribution channels ?
28. (i) Discuss briefly the objective of ERPG frameworking in international marketing.

- (ii) Identify the needs of building brands in product marketing.
29. Define and differentiate balance of trade and balance of payment.
30. Write short notes on any *two* :
- (i) GATT
 - (ii) FDI
 - (iii) W.T.O.

[*Internal Assessment—20 Marks*]
