

SVKM's NMIMS

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: PGDMM/PGDITM

Examination: June 2017

Subject: International Marketing

Date: 13.06.2017

Semester: III

Course : New

Marks : 70

Time: 3.00 p.m. to 6.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) EPRG framework
- B) Role of political environment in International Marketing
- c) Dumping
- d) Global advertising strategy

Q.2) Write short notes on (2 out of 5)

(Marks: 2X5=10)

- a) Consumer animosity
- b) Need for marketing research in International Markets
- c) Strategic alliances in international markets
- d) Quotas
- e) Brand positioning in international markets

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain the INCOTERMS.
- b) Importance of packaging in International Marketing.
- c) What are the benefits of International Marketing?
- d) Economic environment plays a crucial role in International Marketing. Comment.
- e) What are the benefits and limitations of FDI?

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) What are the components of a competitive marketing strategy in International Marketing?
- b) Briefly explain the various categories of documents required for exports.
