

**SVKM's NMIMS**  
**School of Distance Learning**

Programme: PGDMM

Academic Year: 2011-2012

Subject: International Marketing

Date: 30.12.2011

Semester III

Marks: 70

Time: 3.00 p.m to 6.00 p.m

Course old

**Instructions:**

Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

**N.B.**

Figures in brackets indicate full marks.  
All sub-questions carry equal marks.

**Q1] Answer any 2 out of the following (Total: 10marks)**

- a) Highlight the reasons and motivations underlying International Business.
- b) International business increases dependency between countries. Agree / Disagree with supporting reasons and examples.
- c) What does scanning the macro-environment in International business comprise of ?
- d) Differentiate between International, Multinational and Global Marketing.

**Q2] Write Short Notes on any 2 out of the following: (Total: 10 marks)**

- a) Effect of Balance of Payment on International Business.
- b) Scope of International marketing research.
- c) Trade Policies.
- d) Role of Banks in Export Transactions.
- e) Regional Economic Groupings.
- f) Incoterms.

**Q3] Attempt any 3 out of the following questions: (Total: 30 marks)**

- a) An electronic goods manufacturer presently operating in domestic market wants to go international. Advice him on the various options available to reach international markets.
- b) Explain the factors influencing international pricing.
- c) Define the framework for International market planning.
- d) State the characteristics of a Global firm.
- e) How would you undertake cultural analysis of a foreign market.

**Q4] Answer any 2 out of the following (Total: 20 marks)**

- a) Explain the factors which shape the standardization versus adaptation decisions.
- b) The EPRG framework has implications on the strategy formulation process of an International firm. Explain with the help of an example in the Indian context.
- c) With the help of an example, explain how an international marketing manager can use Country Attractiveness / Competitive Strengths matrix to define the direction of growth of an International Organization.
- d) Explain your understanding of an International distribution policy.