

SVKM's NMIMS
NMIMS Global Access – School for Continuing Education

Programme: PGDMM/PGDITM

June 2013 Examination
Subject: International Marketing

Semester: III
Course New
Marks 70

Date: 19.06.2013

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. Figure in bracket indicates full marks.**

Question (1) Attempt any 2 out of 3 (Marks 2X 5=10)

- a. How is International marketing different from domestic marketing?
- b. What is Franchising?
- c. Discuss the EPRG frame work.

Question (2) Write short notes on any 2 out of 5 (Marks 2X5=10)

- a. Discuss Porter's Generic Strategies.
- b. Problems in International Packaging.
- c. Significance of tariff and quotas in international marketing.
- d. Different methods of conducting a survey.
- e. Importance of Information Systems in International Marketing.

Question (3) Attempt any 3 out of 5 (Marks 3X10=30)

- a. Why do firms internalize? What are problems they face in this process?
- b. Explain the Contract Manufacturing. Explain why it is gaining importance in the current times.
- c. What are the factors that affect the choice of direct or indirect distribution channels in International business?
- d. Explain the 10 decision variables in International Marketing.
- e. Enumerate how positioning is vital for the survival of your brand image in international marketing.

Question (4) Answer both the questions (Marks: 20)

- a. What is Socio-Cultural environment; explain how Mc Donald has adapted this in India.
- b. How has the development of new technologies helped international business? How can it pose a challenge for marketer? Enumerate with example.