

SVKM'S
Narsee Monjee Institute of Management Studies (NMIMS)
School of Distance Learning.

Academic Year: 2012 – 2013
Subject: International Marketing
Date: 6.1.2013
Time: 3:00p.m to 6:00p.m

Programme: PGDMM/PGDITM
Semester: III
Total Marks: 70
Course: New

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.
Please state relevant industry examples wherever applicable.
Use of block diagrams, flow charts is encouraged and appreciated.

Q1] Answer briefly any 2 out of 3 the following (Marks: 2x5 = 10)

- a) What are the advantages and disadvantages of Product Standardization and Adaptation.
- b) Differentiate between ethnocentric and polycentric orientation.
- c) Negative and Positive approaches to cope up with Political Risks

Q2] Write Short Notes: Attempt any 2 out of 5 (Marks: 2x5 = 10)

- a) Relevance of Purchasing Power in International Business
- b) Implications of tariffs in International Marketing
- c) Role of documentation in International business.
- d) The various modes of payment in International Business
- e) Scope of International Marketing Research.

Q3] Attempt any 3 out of 5 (Marks: 3x10 = 30)

- a) What are the factors that affect the pricing strategy of an international firm? What different pricing strategies can firms adopt?
- b) Compare and correlate the role of technological developments and scope for internationalization.
- c) What are the factors that influence firms competitive strategies at the international level?
- d) What do you understand by international segmentation? What is the basis for International Market Segmentation ?
- e) What factors influence the choice of direct or indirect distribution channels in International business ?

Q4] Attempt any 2 out of 4 (Marks: = 20)

- a) Elaborate how ethnocentricity and animosity pose challenges in International Marketing .
- b) Strategic Alliances help the businesses to gain competitive advantage: Substantiate
- c) Discuss the strategic decision that a business has to make before entering into international markets.
- d) State and explain atleast 10 decision variables in International Marketing.