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SVKM's NMIMS University
School of Distance Learning

International Marketing Management

Date: 11.12.2007
Time: 3.00 to 6.00

Marks: 100

Instruction: Please attempt any four questions. All questions carry equal marks

1. Is Foreign Exchange Regulation a tariff barrier or non-tariff barrier? How tariff barrier is different from non-tariff barrier?
2. How will you do market segmentation and targeting in International Market? Please elaborate differentiating it from Domestic market.
3. Describe the market coverage strategies. How do they differ from product positioning strategies?
4. What are the criteria for selecting Target market?
5. What are the various methods of entry into international market? Please describe them all in brief.
6. How do you appoint an agent in the foreign market? How do you differentiate between a commission agent and a distributor?
7. What are the functions and scope of International Marketing Research?
8. Why do products fail/succeed in international market? Please elaborate with suitable example.