

SVKM'S NMIMS UNIVERSITY
SCHOOL OF DISTANCE LEARNING

Programme: P&DITM / ADITM

Subject: International Marketing Management

Date: 28/5/2009

3.00 PM - 6.00 PM

Marks: 100

Time : 3 hrs

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.

NB:

1. Answer to each new question to be started on a fresh page.
2. All question carry equal marks
3. Attempt any four questions.

Question No 1. Why is the task of International Marketer more difficult than that of the Domestic Marketer?

Question no 2. What are the recent trends in world's Trade? Are the developing countries benefited by it?

Question no 3. Distinguish between the operations of Tariffs and Import Quotas.

Question no 4. What do you understand by a common market? How does it differ from Free Trade Area?

Question no 5. Discuss the protectional and promotional aspects of packaging for international markets.

Question no 6. "Differentiation in pricing for exports and for domestic markets is unavoidable" Please comment.

Question no 7. If you wish export textiles to a European country, which channels of distribution Would you use for the purpose? Give reasons for your answer.

Question no 8. Discuss the roles industrial trade fair and trade centers play in international marketing of industrial goods

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