

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

International Marketing Management

Date: 3.6.2008

Marks: 100

Time: 3.00 pm to 6.00 pm

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

- Q.1 Why do firms go international? Explain with the help of the examples.
- Q.2. Write a note on EPRG orientations.
- Q.3. How appropriate is it for governments to help business of their companies abroad? Should commerce be not completely separate from politics?
- Q.4. State the various modes of entry to foreign markets. Briefly explain each of them.
- Q.5. Explain various steps involved in the process of international market selection.
- Q.6. "Global positioning is most effective for product categories that approach either end of high touch/high tech continuum" Elaborate
- Q.7. What is the main objective of adopting transfer pricing? Briefly describe the alternative methods applied in transfer pricing.
- Q.8. What do you mean by branding? Explain the importance of branding.