

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

**International Marketing Management**  
**ADITM**

**Date: 28.5.2007**  
**Time: 3.00 pm to 6.00 pm**

**Marks: 100**

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**Note: (a) All questions carry 25 marks.**  
**(b) Answer any 4 questions. Wherever possible give examples to clarify your viewpoint.**

- Q 1. What are 5 strategies in an international Product Policy?
- Q 2. Identify top 10 Global Brands and Identify 2 Global brands, which do not have their origin in the U.S. (Follow Business week list of 2002)
- Q 3. For international advertising what would you follow? Adapt international campaigns or adopt strategy to local conditions? What is the logic of your decision?
- Q 4. Indicate 6 suggested processes you would take to arrive at Pricing decision for an international brand.
- Q 5. Identify 5 reasons why companies consider international markets.
- Q 6. What is an EPRG framework? Explain in details. Give examples.
- Q 7. Business connections and culture are key factors around the world, which need to be understood before you enter any foreign market. Specifically, state what you would indicate in your business guide in
- China
  - Brazil
  - Japan
  - Canada
  - United Kingdom
- Q 8. To undertake a performance-evaluation and it in any marketing organization between headquarters and international units, indicate 5 key service co-ordinates you would consider in your checklist.

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