

**SVKM's NMIMS**  
**NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2013 – 2014  
Subject: International Marketing  
Date: 21.12.2013

Semester: III - RE-EXAM  
Marks : 50  
Time: 11.00 a.m. to 1.00 p.m.

Q.1 Explain in Briefly Attempt 2 out of 4

2\*5 10marks

1. International marketing mix
2. Export agency agreement
3. International market targeting
4. Direct exporting v/s indirect exporting

Q.2 short notes: Attempt 2 out of 4

2\*5 10marks

1. Licensing and Franchising modes of international market entry
2. Global business environment
3. Competitive pricing strategies
4. Piggybacking

Q.3 attempt 3 out of 4

3\*10 30 marks

1. Explain the role of technological development at international market?
2. Discuss the process involved in the conduct of international marketing research?
3. What are the factors affecting the choice of international channels of distribution?
4. Explain the reasons for a business firm to enter international markets?