

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

Programme : PGDMM/PGDITM

Academic year: 2013 – 2014
Subject: International Marketing

Date: 18.12.2013

Semester: III
Course: New
Marks: 70
Time: 3.00 p.m. to 6.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Benefits of International marketing.
- b) What are MNCs? How do they manage their performance in international markets?
- c) Differentiate between national and international products.
- d) In International Marketing what is polycentric orientation?

Q.2) Write short notes on (any 2 out of 5)

(Marks: 2X5=10)

- a) Explain the various Competitive Strategies
- b) Implications of tariffs in International Markets
- c) Discuss the International Marketing Research Process
- d) Contract Manufacturing
- e) Relevance of Purchasing Power in International Business

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) How is segmentation carried out in international markets, explain in detail with the help of an example.
- b) How does Purchasing Power Parity influence firm's decision in International Marketing?
- c) "Positioning can make or break your brand image, at the international level". Comment on the statement and also state the basis for positioning.
- d) What should be kept in mind while designing a communications programme for international audiences?
- e) Enumerate challenges posed by ethnocentricity and animosity in International Marketing?

Q.4) Answer both the questions

(Marks: 2X10 = 20)

- a) Explain importance of the Study of PESTLE analysis in International Marketing. Explain this with help of an example where a company failed due to improper PESTLE analysis.
- b) How does culture play an important role in determining consumer's behavior? Explain how IKEA has successfully overcome these problems with reference to the Chinese Market.
