

SVKM's NMIMS
School of Distance Learning

Programme: PGDMM / PGDITM

Academic year: 2011 – 2012

Semester: III

Subject: International Marketing

Course New

Marks 70

Date: 30.12. 2011

Time: 3.00 p.m. to 6.00 p.m.

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. Figure in brackets indicates full marks.

Q.1. Answer any 2 out of the following: (10 Marks)

- a. Discuss scope and strategic importance of International marketing.
- b. State the various pricing and distribution strategy options in International marketing.
- c. What is the basis of market segmentation by International companies?
- d. Differentiate between Licensing and Franchising.

Q.2 Write Short Notes on any 2 out of the following: (10 Marks)

- a. Transnational Company and parameters for calculating the Transnationality Index.
- b. Market Imperfections theory.
- c. Challenges faced in International marketing.
- d. Documentary or Letter of Credit.
- e. Competitive strategy options in International marketing.

Q.3. Attempt any 3 out of the following questions: (30 Marks)

- a. Elaborate the EPRG framework.
- b. Positioning can make or break a brand image at International level. Discuss with examples.
- c. Implications of Tariff and Non tariff barriers.
- d. Highlight the scope, method and benefits of International market research.
- e. Explain the role and relevance of intermediaries in distribution channels.

Q.4. Answer any 2 out of the following: (20 Marks)

- a. State and elaborate the merits and demerits of Product Standardization and Product Adaptation.
- b. The cultural and political environment of a country along with the growing pressure to meet social obligations are becoming complex areas of concern for International Companies – Substantiate this statement.
- c. State and compare at least 5 different entry strategy options available to firms today. Justify your answer with relevant examples.