

**SVKM'S**  
**Narsee Monjee Institute of Management Studies (NMIMS)**  
**School of Distance Learning.**

**Academic Year:** 2012 – 2013

**Subject:** International Marketing

**Date:** 11.07.2012

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

**Programme:** PGDMM/PGDITM

**Semester:** III

**Total Marks:** 70

**Course:** New

**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.

**N.B.**

1. Figures in brackets indicate full marks.
2. All sub-questions carry equal marks.
3. Please state relevant industry examples wherever applicable.
4. Use of block diagrams, flow charts is encouraged and appreciated.

**Q1] Answer briefly any 2 out of 3 the following (Marks: 2x5 = 10)**

- a) What is the relevance of Purchasing Power in International Business ?
- b) What are the implications of tariffs in International Marketing?
- c) Explain Porters Generic Strategies, reference to context International Marketing.

**Q2] Write Short Notes: Attempt any 2 out of 5 (Marks: 2x5 = 10)**

- a) The various modes of payment in International Business
- b) Scope of International Marketing Research.
- c) Product Standardization and Adaptation.
- d) Principal and Auxiliary Export Documents.
- e) Negative and Positive approaches to cope up with 'Political Risks'

**Q3] Attempt any 3 out of 5 (Marks: 3x10 = 30)**

- a) Elaborate how ethnocentricity and animosity pose challenges in International Marketing
- b) Strategic Alliances help the businesses to gain competitive advantage: Substantiate
- c) Discuss the strategic decision that a business has to make before entering into international markets.
- d) State and explain atleast 10 decision variables in International Marketing.
- e) What factors influence the choice of distribution channels & mode of transportation in International business ?

**Q4] Attempt any 2 out of 4 (Marks: = 20)**

- a) What are the factors that affect the pricing strategy of an international firm? What different pricing strategies can firms adopt?
- b) Compare and correlate the role of technological developments and scope for internationalization.
- c) What are the factors that influence firms competitive strategies at the international level?
- d) What do you understand by international segmentation? What is the basis for International Market Segmentation ?