

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

Programme: PGDMM/PGDITM

Academic year: 2014 – 2015  
Subject: International Marketing

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

Date: 18.06.2014

**Instructions:**

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

**Q.1) Write short notes on (any 2 out of 4)**

**(Marks: 2X5=10)**

- a) Explain the elements of International marketing environment.
- b) Distinguish between tariff and non- tariff barriers.
- c) Explain the objectives of Multinational Corporation or company.
- d) Describe the objectives of foreign direct investment.

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

**(Marks: 2X5=10)**

- a) International packaging
- b) PLC
- c) Consumer behavior
- d) Franchising
- e) Direct exporting v/s indirect exporting

**Q. 3) Attempt (any 3 out of 5)**

**(Marks: 3X10=30)**

- a) Explain the importance of international marketing.
- b) Explain the success & failure of in new product development.
- c) Describe the international pricing strategies.
- d) Explain the role of international marketing research.
- e) Explain the factors affecting competitive market strategy.

**Q.4) Attempt both the question**

**(Marks: 2\*10=20)**

- a) "Positioning creates a brand" comment? Explain with examples.
- b) Explain the importance of PESTEL analysis related to international marketing? Explain with any one international brand.

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