

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

Programme: PGDMM (For Employees of Max Life Insurance)

Academic year: 2014 – 2015  
Subject: International Marketing  
Date: 21.06.2014

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

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**Instructions:**

1. Answer to each new question to be started on a fresh page.
  2. Figures in bracket indicate full marks.
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**Q.1) Write short notes on (any 2 out of 4)**

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

- a) International marketing environment
- b) Non- tariff barriers
- c) MNC
- d) Direct investment

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

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

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

**Q. 3) Attempt (any 3 out of 6)**

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

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

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