

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

Programme: PGDMM/PGDITM

Examination: December 2014
Subject: International Marketing

Semester: III
Course : New
Marks : 70
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.

N.B.

1. In all 9 questions to be attempted.
2. Figures in brackets indicate full marks.
3. All sub-questions carry equal marks.
4. Please state relevant industry examples wherever applicable.
5. Use of block diagrams, flow charts is encouraged and appreciated.

Q1] Answer briefly any 2 out of 4 the following (Marks: 2x5 = 10)

- 1) What are Incoterms ? State 5 commonly used Incoterms.
- 2) Factors affecting choice of distribution channels in International Marketing.
- 3) Different ways in which International markets can be segmented.
- 4) Domestic Vs International Market

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

- 1) Market Imperfection Theory.
- 2) GATT v/s WTO.
- 3) Benefits of conducting International Market Research.
- 4) Documentary Credit.
- 5) Pricing methods in International Marketing.

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

- 1) Explain in details, atleast 10 decision variables in International Marketing.
- 2) What do you understand by Market research. Explain how is it carried out in International markets.
- 3) Enumerate the strategic dimensions a business has to consider before deciding how to enter International markets. What is the difference between Licensing and Franchising.
- 4) What do you understand by Tariff barriers. State the implications and different effects of trade barriers in international marketing.
- 5) Explain the price factors and non price factors in International marketing. Which among these factors affect the pricing strategy of an International firm and how.

Q4] Attempt both the questions

(Marks : 2X10 = 20 Marks)

- 1) Enumerate how culture proves to be a key element in determining how International Marketing will be conducted. Also explain how culture shapes consumer behaviour, if so.
- 2) What do you understand by Regional Trade blocks? Name a few of them and explain the benefits to member countries.