

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: December 2014
Subject: International Marketing
Date: 03.01.2015

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

Instructions:

- 1) 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.
- 2) Figures in brackets indicate full marks.

Note Please:

1. Please state relevant industry examples wherever applicable.
2. Use of block diagrams, flow charts & examples is encouraged and appreciated.

Q1] Write Short Notes on (any 2 out of 4)

(Marks: 2x5 = 10)

- 1) Pricing Methods and types in International Marketing
- 2) EPRG market orientations.
- 3) Social and Cultural Risks affecting entry strategy in International markets
- 4) Payment terms in International Marketing

Q2] Write Short Notes on (any 2 out of 5)

(Marks: 2x5 = 10)

- 1) Product Standardization v/s Adaptation decisions.
- 2) Importance and Scope of International Marketing Research.
- 3) Export Documentation and its importance in business.
- 4) Distribution channels in International Markets.
- 5) Types of political risks in International Marketing.

Q3] Attempt (any 3 out of 6)

(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.
- 6) 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.