

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

Programme: PGDMM/PGDITM

Examination: June 2015

Subject: International Marketing

Semester: III

Course : New

Marks : 70

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

Date: 19.06.2015

Instructions:

1. Answer to each question to be started on a fresh page.
 2. Figures in brackets indicate full marks.
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N.B.

- a) In all ten questions to be attempted.
- b) Figures in brackets indicate full marks. All sub-questions carry equal marks.
- c) Please state relevant industry examples wherever applicable.
- d) Use of block diagrams, flow charts is encouraged and appreciated.

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

- a) How do firms use the principle of Purchasing Power in International Marketing ?
- b) Elaborate industry arguments favoring Product Standardization V/s Adaptation.
- c) Differentiate between region centric and geo centric market orientation.
- d) Apart from advance payment terms, which are the other modes of payment in international marketing which favour the seller.

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

- a) Limitations of secondary international marketing research.
- b) Regulatory documents in Export Documentation.
- c) Strategies used to lessen the negative impact of political risks in International markets.
- d) Qualitative barriers in International Marketing
- e) Methods to segment International markets. State an example for each of the methods you define.

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

- a) What are the cultural barriers faced by firms in International markets. Which model can you use to map culture. State the limitations of the model you select.
- b) Pick up any company of your choice from the Indian pharmaceutical industry and advice how can this firm use Strategic Alliances to help the business grow and gain competitive advantage in International markets.
- c) Elaborate the different pricing strategies along with advantages and disadvantages of each.
- d) Apply Porters Generic Strategies to the International software services market.
- e) What factors will you consider for deciding the choice of distribution channels in international markets.

Q4] Attempt both the questions (Marks: 2 x 10 = 20)

- a) Enumerate the pricing strategies which can be used by firms operating in international markets.
- b) What do you understand by PESTEL analysis. Explain with reference to context of an MNC which wishes to gain entry in Japan.