

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.

Instructions:

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

N.B.

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

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

- 1) State the strategic importance and principles of International Marketing. What do you understand by competitive reality in international markets.
- 2) What are the different market orientation options available to firms in international markets.
- 3) While operating beyond boundaries what competitive and differential advantages can firms offer ?
- 4) What are the benefits of conducting International market research ?

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

- 1) Choices in distribution channel and basis for selection.
- 2) International Market Segmentation.
- 3) Export procedures, documentation and payment terms.
- 4) Positioning decision in international markets.
- 5) Components of international marketing strategy.

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

- 1) State the challenges of Global marketing and how do firms face them. Justify whether these challenges are dissimilar in nature as compared to challenges in domestic markets.
- 2) What are the different strategic dimensions a business has to consider before deciding how to enter International markets. What is the difference between FII and FDI?
- 3) Explain what you understand by Non Tariff barriers. State the implications and different effects of trade barriers in international marketing.
- 4) Enumerate all the important variables affecting consumer behaviour in international markets and explain how does consumer animosity affect the marketer.
- 5) Explain the scope and approach to International market research. Include an explanation on the different stages of the international marketing research process in your answer.

Q4] Attempt any 2 out of 4 (Marks: 2 x 10 = 20)

- 1) What are the cultural barriers faced by firms in International markets. Explain atleast two different models one can use to map culture. State the limitations of the models you select.
- 2) Strategic Alliances help the businesses to gain competitive advantage in International Marketing: Substantiate this statement citing an company example of your choice.
- 3) What are the price factors and non price factors in International marketing. Which among these factors affect a pricing strategy the most and how.
- 4) What factors affect international product management ? What is the basis and steps for new product development. Differentiate between national and international products.