

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

Programme: PGDMM (For Employees of Max Life Insurance)

Examination: June 2015  
Subject: International Marketing  
Date: 22.06.2015

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

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**N.B.**

1. In all ~~7~~ 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 the following (Marks: 2x5 = 10)**

- a) State and explain the primary role of Global (Financial) Organizations.
- b) Enumerate the factors influencing International Pricing.
- c) What are the advantages of International Market Segmentation.
- d) What is the difference between an MNC and a TNC.

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

- a) PLC and International PLC.
- b) International Marketing Research.
- c) Tariff and Non Tariff Barriers in International Marketing
- d) Role of WTO.
- e) Market Imperfections Theory

**Q3] Attempt any 3 out of 6 (Marks: 3x10 = 30)**

- a) What do you understand by Free Trade Agreement ? Does International trade increase dependency between nations ? Explain with proper reasoning and relevant FTA example.
- b) Explain why International fast food brands say like Mc Donald enter international markets through Franchising route.
- c) Enumerate the types, advantages and disadvantages of joint ventures.
- d) What are the factors that affect the pricing strategy of an international firm? What different pricing strategies can firms adopt?
- e) Explain International market segmentation.
- f) What do you understand by the term political risk? What are the different types and forms of political risks affecting firms operating in international markets.