

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: PGDMM/PGDITM

Examination: December 2015
Subject: International Marketing

Semester: III
Course : New
Marks : 70
Time: 3.00 p.m. to 6.00 p.m.

Date: 15.12.2015

Instructions:

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

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1. Figures in brackets indicate full marks. All sub-questions carry equal marks.
2. Please state relevant industry examples wherever applicable.
3. 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 assess and manage the risks emerging from the political environment of a country.
- b) What is the basis and benefits of international market segmentation.
- c) Explain the advantages of Globalisation.
- d) Differentiate between Licensing and Franchising.

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

- a) Distribution channels in International marketing.
- b) Working cycle of documentary credit.
- c) Options of payment terms along with advantages and limitations of each.
- d) Role of documentation.
- e) Quantitative barriers.

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

- a) How and why does a Free Trade Agreement between two countries help in increased trade opportunities. What are the disadvantages of such an agreement to the participating nations?
- b) M/s Mars Food International from the retail food industry wish to expand internationally. What entry strategy method would you recommend to them and why?
- c) What are the product and promotion level decisions firms need to take specific to International markets.
- d) What are the different types of International marketing orientations. How do they differ from each other and how do firms decide on which orientation do they select for their foray into international markets.
- e) Enumerate the advantages and disadvantages of a Transnational organisation.

Q4] Attempt both the questions (Marks: 2x10 = 20)

- a) What are the different types of tariff and non tariff barriers in International marketing. How can firms overcome these?
- b) What is the importance of the social environment in international markets. Describe what is meant by Self Reference Criteria and how does it impact: a) trade b) business decisions and c) consumer buying pattern.