

Programme: PGDMM/PGDITM

Examination: June 2016
Subject: International Marketing

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

Date: 14.06.2016

Instructions:

1. Answer to each new question to be started on a fresh page.
 2. Figures in bracket indicate full marks.
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Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Differentiate between international & Domestic marketing.
- b) Components of competitive marketing strategy.
- c) SLEPT factors importance in International Marketing.
- d) What are the major challenges in global market.

Q.2) Write short notes on (2 out of 5)

(Marks: 2X5=10)

- a) Management orientations in International marketing
- b) MNCs & TNCs
- c) Cross-cultural influences on Consumer behaviour
- d) INCOTERMS, explain 5 terms.
- e) What is foreign direct investment (FDI)? How is it useful to the host country & to the international marketer?

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) What is the scope of international marketing research?
- b) Explain the concept of Tariffs? What are the various kinds of tariff and non-tariff barriers used by governments to control imports into the country? Also explain WTO's role in TARIFF Rationalisation.
- c) What is the difference between a National & International products? Briefly explain the new product development process?
- d) Explain the process and role of marketing communications in international market. Give 2 examples
- e) What is meant by dumping & price distortion? What is Anti Dumping and its usefulness.

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) Briefly explain the role of distribution channel in International marketing? What are the various types of distribution channels members in International market?
- b) 'Export documentation plays the most crucial in International Market'. Explain this statement by highlighting the role played by the primary export documentation. What is role of Banker's in export import documentation.