

SVKM's NMIMS

NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme: PGDMM/PGDITM

Examination: December 2016
Subject: International Marketing

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

Date: 13.12.2016

Instructions:

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

Q.1) Attempt any 2 out of 4

(Marks: 2X5=10)

- a) Differentiate between MNCs & TNCs
- b) Pricing strategy in international markets
- c) Political risk analysis
- d) Consumer Decision Process

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

(Marks: 2X5=10)

- a) Consumer Animosity
- b) The principles of International marketing
- c) Criteria for segmenting international markets
- d) Market Surveys
- e) Contract Manufacturing

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Write short notes on the role of socio-cultural environment in international marketing
- b) Briefly explain the variables that affect consumer behaviour.
- c) Explain International Payment Terms with reference to L/C major
- d) Documents for Custom Clearance of goods
- e) What do you mean by Tariff? What are the effects of Tariff, in international marketing?

Q.4) Attempt both the questions

(Marks: 2X10=20)

- a) 'Creating a sustainable competitive advantage in the international market is the key to success for the international marketer in this highly competitive global market scenario', Comment.
- b) Explain INCOTERMS and its relevance in pricing.
