

Roll No.

Total No. of Pages : 02

Total No. of Questions : 15

MBA (2012 & Onwards) (Sem.-4)

INTERNATIONAL MARKETING

Subject Code : MBA-907

Paper ID : [A2527]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

- 1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.**
- 2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks and student has to attempt any ONE question from each Subsection.**
- 3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.**

SECTION-A

1. Distinguish between import and export tariffs.
2. Write a short note on NAFTA.
3. Discuss the conditions that lead to development of Global market.
4. Write a note on the contribution of Export credit and Guarantee Corporation on the promotion of exports.
5. What is “Objective theory of Jurisdiction”?
6. Explain the advantages of regional Economic groups.

SECTION-B

UNIT - I

7. Differentiate between Domestic marketing and International marketing.
8. Compare organizational implications of joint ventures vs licensing.

UNIT - II

9. Write a note on export marketing plan.
10. What are Intellectual Property rights? Why should a company in International marketing take special steps to protect them?

UNIT - III

11. Describe the important documents required for exports from India.
12. *“A crucial factor when doing business in a foreign country is that permission to conduct business is controlled by the govt. of the host country”*. Comment.

UNIT - IV

13. What do you mean by Communication Mix? How it helps in promoting the exports of a country?
14. Discuss the role of International trade fairs in international marketing of Industrial goods.

SECTION-C

15. The first concrete signal that India might be included in the US industry's anti-dumping petition was received by the Indian government in June 2003. That anti-dumping investigations against Indian shrimp imports might be initiated was hinted at during bilateral talks when the Commerce and Industry Minister Arun Jaitley had met his counterpart in-Washington at that time. The reason given was that India's shrimp exports to the United States had been rising rapidly during the previous three years, from \$255.93 million during 2000-1 to \$299.05 million during 2002-3

Success in India's shrimp export is directly attributable to the development of shrimp culture. Assisted by the Marine Products Export Development Authority (MPEDA), shrimp culture has developed as a major industry in several coastal states. It is mostly an enterprise of small and medium farmers, and has led to the utilization of otherwise unproductive areas in the coastal region, contributing to improvements in the socio-economic conditions of the rural poor in the shrimp farming areas. It has created direct employment of about 300,000 people and indirect employment to over 700, 000. The Indian government has played an important role in the promotion of marine product exports, including the development of shrimp farming. The MPEDA is a government-sponsored body whose mandate covers the development of the industry as a whole, including export promotion. It is under the administrative control of the Department of Commerce and is headed by a senior officer of the Indian Administrative Service. Its governing council comprises senior officials of the central and state governments as well as representatives of the marine products industry.

Questions

1. Discuss the functioning of MPEDA.
2. What are the anti-dumping measures adopted in India to save the indigenous industry?