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

INSTRUCTIONS 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 carrying EIGHT marks.**

SECTION-A

1. Explain the Hecksher Online theory of International trade and the conditions underlying it.
2. Distinguish between import and export tariffs.
3. Write a note on the contribution of Export credit and Guarantee Corporation on the promotion of exports.
4. Write a short note on DEPB scheme.
5. What are the advantages of export quality control?
6. Explain the marketing implications of the factors contributing to the successful development of multinational market group.

SECTION-B

UNIT-I

7. What are the reasons which prompt firms to go international?

8. What do you mean by market segmentation? What is its importance in International trade?

UNIT-II

9. Discuss the most frequently encountered risks in International business.
10. *"The legal environment of the foreign marketer takes an added dimension of importance since there is no single uniform international commercial law which governs foreign business transactions."* Comment.

UNIT-III

11. Discuss in detail the procedure followed in processing an export order.
12. Discuss various incentives available to an exporter from India.

UNIT-IV

13. Explain the key variables that affect the marketer's choice of distribution channel.
14. What is the importance of export promotion for India? Discuss the efforts made by India in this regard.

SECTION-C

15. You are an advisor of ABC Limited which is planning to enter into joint venture with XYZ Limited based in Singapore for marketing and selling a new product launched by your company. As a advisor of the company, please advise your company what are the issues which need to be dealt while negotiating a Joint Venture agreement