

Roll No.

--	--	--	--	--	--	--	--	--	--	--	--

Total No. of Pages : 02

Total No. of Questions: 15

MBA (2012 & Onwards) (Sem. – 4)

INTERNATIONAL MARKETING

M Code: 71381

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 have 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 students have to attempt any **ONE** question from each Subsection.
3. **SECTION-C** is **COMPULSORY** carrying **EIGHT** marks.

SECTION A

1. Highlight various benefits to a company for undertaking International Marketing.
2. What are various bases of segmenting international markets.
3. Outline salient features of non tariff barriers.
4. Outline functioning of Export Promotion Councils.
5. Highlight alternative international pricing strategies.
6. Explain components of international promotion mix.

SECTION B

UNIT I

7. Highlight salient features of Hecksher-Ohlin theory of International trade, with examples.
8. Critically examine relative advantages and disadvantages of alternative forms of international market entry strategies, with examples.

UNIT II

9. What are various components of international marketing environment, which a manager must continuously monitor? Elaborate.
10. Write a detailed note on objectives and functioning of International Monetary Fund.

UNIT III

11. Critically examine the direction and composition of exports from India in last decade, with examples.
12. Explain various incentives available to Indian exporters, with illustrations.

UNIT IV

13. Outline the various steps involved in new product development and launch for international markets, with examples.
14. What factors influence selection of international distribution channel selection? Highlight the functions performed by various international distribution intermediaries.

SECTION C

15. Please read the case and answer questions based on it:

A marketer of Cotton Shirts in India is planning to go international. He has hired your services as a consultant.

- a) What environmental analysis he has to undertake to understand the overseas markets? (4)
- b) List the principal export documents he has to prepare to export the consignment (4)