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Total No. of Pages : 03

Total No. of Questions : 15

MBA (2015 to 2017) (Sem.-4)
INTERNATIONAL MARKETING

Subject Code : MBA-907

M.Code : 71381

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 Domestic marketing and International marketing.
2. Write a note on product adaptation vs. product standardization.
3. What are the major points to be covered in a price quotation?
4. Explain the merits and demerits of MNCs.
5. What is global promotion and explain how global promotion is undertaken?
6. Discuss the marketing strategies for Globalization.

SECTION-B

UNIT-I

7. How would you go about selecting a few possible markets internationally for auto components?

8. What is market segmentation? Discuss the bases of segmentation and how you would position the product in the international market?

UNIT-II

9. Why is it important for an international marketer to study culture? What are the techniques available for undertaking cultural analysis?
10. Explain the various issues that need to be considered by an international business organization while studying the political environment of a country.

UNIT-III

11. Discuss the advantages and limitations of indirect exporting.
12. Describe the Indian export and import policy of India. What are the export promotion policies in India?

UNIT-IV

13. What are the factors that prompt international business concerns to invest in foreign countries? Discuss giving suitable examples.
14. Discuss international Product life cycle. How new product development would take place in international market?

SECTION-C

15. Case Study :

In 1984, the catholic bishops issued statements about catholic social teaching and the U.S. economy. The first draft was debated and criticized as being too negative about the free market economy in the United States. A second draft was then issued that softened the tone, but the message was the same. Some of the key points are the following :

- a) Economic decisions must be made with due consideration as to whether they help all people.
- b) Government, Corporations and individuals must help to reduce the inequities created by the free market system.

- c) More resources should be allocated for helping the poor and the jobless instead of for military uses.

The purpose of the document is to influence governmental and individual decisions in a way that would bring about a more humane society. The poor, the letter suggests, have not adequately shared the economic resources, and the government has a role to play to bring this about. There are the same of the recommendations in the draft.

- a) Pursue fiscal and monetary policies that result in full employment.
- b) Support job creating programs.
- c) Remove employment barriers for women and minorities through affirmative action and job training.
- d) Reform the welfare system to provide minimum levels of benefit for the poor.
- e) Support international agencies to reduce poverty in third world countries.
 - (i) What are the implications for managers?
 - (ii) How does the letter relate to the various managerial functions?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.