

## End Semester Examination 2022

Name of Program: MBA  
Name of Course: International Marketing

Semester: IV  
Code: MB 402 M1

Time: 3Hrs.

Max Marks: 100

Note: (i) This questions paper contains two sections.  
(ii) Both sections are compulsory

### Section – A

**Q1. True-False** (1x10=10)

- a) Licensing is a high risk, high-cost mode of entry in international business. (True/False)
- b) Globalization impact the natural environment negatively. (True/False)
- c) In service sector Franchising is a common mode of entry in international business. (True/False)
- d) Head quarter of European union is located in Paris. (True/False)
- e) Bill of lading is issued by importer. (True/False)
- f) Trading blocs helps to protect the rights of allied international business traders. (True/False)
- g) Bill of exchange cannot be negotiated. (True/False)
- h) Economic instability in any country encourages international marketing (True/False)
- i) ECGC Ltd. was established in year 1957. (True/False)
- j) Regional trading blocs protect its member from global competition. (True/False)

### Section – B

Note: (i) Answer all the questions by choosing any one of the sub questions.

(ii) Answer all questions by choosing any two of sub questions a, b, & c and question d is compulsory.

2 a). Define globalization. Explain how technology and information helps in the expansion of globalization (10 marks)	CO-1
b) What barriers make controlling international operations more complex than controlling domestic marketing activities? (10 marks)	CO-1
c) Briefly discuss the critical factors you keep in mind while selecting the target markets in international marketing (10 marks)	CO-2
d) This question is Compulsory Indian automobile company Ecotech has developed electrical vehicles both hybrid and non-hybrid. Indian government is promoting automobile sector by providing tax benefits and subsidies. Global demand of electrical vehicles is rising due to sharp rise in prices of petrol and diesel. To grab this global opportunity Ecotec decided to	CO-2

enter international markets. The company is ready to invest in marketing arrangements abroad, but not in production facilities.	
Q. Which countries Ecotec should target? Suggest any two suitable modes of market entry, and explain their merits and limitations. (10 marks)	
3 a) Why should an international marketing manager monitor the economic environment? Explain(10 marks)	CO-2
b)What are the risks involved in the new product development for international markets and how these risks can be reduced? (10 marks)	CO-3
c) Pricing of products and services in international market is complicated as compare to domestic market. What are the various factors a global company should consider while deciding international pricing?(10 marks)	CO-3
d) <b>This question is Compulsory.</b> Readymade garment companies are using multichannel distribution system to sell their products in international market. multi-channel distribution is now mainstream in this industry. Exporters in this industry are facing a common challenge of how to manage multi-channel distribution within a complex and rapidly evolving multi-sales channel environment. Many companies in this industry are grappling with the complexities of multi-channel distribution structures yet a variety of options to successfully approach order fulfillment and distribution tasks exist. Q. What are multichannel distribution and multichannel distribution helps to build competency in international marketing? Explain (10 marks)	CO-3
4 a) In international marketing various types of risks involve some can be estimated others are uncertain. What are these risks and how a marketing manager scan these risks?(10 marks)	CO-4
b) Discuss the role of Export Credit Guarantee Corporation of India (ECGC) in promotion and support of export business. (10 marks)	CO-4
c) What do you mean by letter of credit? Explain various types of letters of credit.	CO-5
d) <b>This question is Compulsory. (10 marks)</b> India exported rice to over 150 countries in 2021-22, of which 76 countries were sent non-basmati rice worth more than \$1 million in 2021-22. India's non-basmati rice exports grew by 109 per cent from \$2,925 million in FY2013-14 to \$6,115 million in FY2021-22. India continues to expand its rice exports footprint in the African, Asian and European Union markets, thus having the largest share in global rice trade. The robust global demand also helped India's growth in rice exports. This opportunity has attracted lot of medium and small rice traders to enter in business of exports. Hindustan Rice Ltd. is in business of whole selling of different varieties of rice in India. This company is having a wide network of distribution in all major cities. Now company is planning to export high quality of rice in gulf countries.  Q. what are the various types of export documents required for Hindustan Rice Ltd.? Explain (10) marks	CO-5