

## Mid Semester Examination 2022

Name of Program: MBA

Name of Course: International Marketing

Semester: IV

Code: MB 402 M1

Time: 1 hr.30 min.

Max Marks: 50

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

### Section – A

Q1. True-False (1x10=10)

- a) Marketing policies remain same in domestic and international marketing. (True/False)
- b) Globalization expanded the scope of international marketing. (True/False)
- c) In service sector Franchising is a common mode of entry in international business. (True/False)
- d) Joint venture is possible between two companies only. (True/False)
- e) International distribution system depends on types of mode of entry adopted by and international company. (True/False)
- f) Trading blocs helps to protect the rights of allied international business firms. (True/False)
- g) High Inflation in Host country is helpful to expend international business. (True/False)
- h) Political instability in any country encourages international marketing (True/False)
- i) It is essential to scan socio cultural environment of a host country when a firm is going for international business. (True/False)
- j) Technical advancements are helpful in globalization. (True/False)

### Section – B

- Note: (i) Answer all the questions by choosing any one of the sub questions.  
(ii) Each question contains three parts a, b & c. Attempt any one part of choice a & b from each question and part c is compulsory of each question.

2 a) Explain how globalization of is helpful in expansion of international marketing specially in developing countries. (10 marks)	CO1
OR	
b) Write methods of controlling international marketing functions.	
c) This question is Compulsory Exki is a France based food restaurant having branches in all major cities in France. Most of Exki's meals are plant-based. They offer many vegetarian and vegan options. You can get sandwiches, salads and hot meals. A large portion of the products are organic. This	

<p>restaurant is popular among vegetarian customers. Now Exki wants to expand its business in India.</p> <p>Q. What type of mode of entry this company should adopt? Make a marketing plan for this company (10 marks)</p>	
<p>3 a) "Operating in international markets is much more complex than marketing domestically." Evaluate the statement with suitable examples. (10 marks)</p>	CO1
<p style="text-align: center;"><b>OR</b></p>	
<p>b) Explain why it is essential to study micro and macro environment of a host country before to start international business in that country.</p>	CO2
<p>c) This question is Compulsory. (10 marks)</p> <p>Recent war between Russia and Ukraine has disturbed global economy, both of the countries are suffering huge market losses, but indirectly this was also influencing international marketing in other countries which are far beyond the boundaries of Russia and Ukraine. Ukraine and Russia are important exporters of wheat, corn, barley, and sunflower oil and meal. Russia's invasion of Ukraine has disrupted agricultural exports from the region and created uncertainties about Black Sea supplies, further driving up commodity prices and increasing market volatility. As uncertainty builds about future supplies, some countries have implemented export bans or restrictions on their domestic supplies, further tightening global availability and adding additional upward pressure on prices. Over the last 18 months, wheat prices have risen nearly 110 percent, corn and vegetable oil prices are up 140 percent, and soybean prices are up 90 percent. Overall, agricultural commodity prices have been trending up since the second half of 2020, fueled by strong global import demand (especially from China), smaller world supplies due to Northern Hemisphere droughts in the summer of 2021, and tightening stocks in major exporting countries.</p> <p>Q. Give your view how disputes between countries influence over international marketing?</p>	