

Seat No. _____

Enrollment No. _____

KADI SARVA VISHWAVIDHYALAYA UNIVERSITY

MBA Semester-IV

End Term Examination, May 2014

MS 412 International Marketing

Date: 14th May 2014

Duration: 2.30 Hrs.

Weightage : 40%

Instructions:

1. Draw figures if required.
2. Write precise answers with suitable examples.
3. Figures to the right indicate weightage.

Q-1

- (A) Explain with example: 4%
- a) the Principle of Absolute Advantage
 - b) the principle of Relative Advantage
- (B) Are domestic and international marketing different in the scope but not in nature? What are the benefits of international marketing? 4%

OR

- (B) What is WTO? What is its propose? 4%

Q-2

- (A) Explain the management of political risk management: avoidance, insurance, negotiating the environment and structuring investment. 4%
- (B) What is the extraterritorial application of Law? 4%

OR

Q-2

- (A) What is a gray market? Are they legal? 4%
- (B) What are the business characteristics of US and Japan? 4%

- Q-3 Briefly explain the market entry strategies (Any Four): 8%
- a) exporting
 - b) licensing
 - c) joint Venture
 - d) manufacturing
 - e) acquisition

OR

Q-3

- (A) Since exporting is a relatively risk free market entry strategy, is there a need for company to consider other market entries? 4%
- (B) What is an FTZ? What are its benefits? 4%

- Q-4 Explain the following Documents: (any four) 8%
- a) Export License

- b) Shipper's Export Declaration Form
- c) Commercial Invoice
- d) Foreign Customs Invoice
- e) Bill of Lading

OR

- (A) Describe briefly the IPLC theory and its marketing implications. 4%
 - (B) Explain the 'big care' syndrome and 'left-hand-drive' syndrome. 4%
- Q-5 Write short Note 8%
- a) Letter of credit
 - b) World bank
 - c) International Monetary Fund
 - d) Ex Works and Ex Docs
 - e) EMC

All the Best

Seat No. _____

Enrollment No. _____

KADI SARVA VISHWAVIDHYALAYA UNIVERSITY

MBA Semester-IV

End Term Examination, May 2015

MS 412 International Marketing

Date: 5th May 2015

Duration: 2.30 Hrs.

Weightage : 40%

Instructions:

1. Draw figures if required.
2. Write precise answers with suitable examples.
3. Figures to the right indicate weightage.
4. Make your own assumptions whenever required.

Q-1

(A) Distinguish between: (any two)

- a) Free Trade Union and Custom Union
- b) Common Market and Free Trade Union
- c) Monetary union and political union

(B) Why is a host country not always receptive to foreign firm's investment in local production facilities?

OR

(B) Explain the meaning of time, space, agreement/disagreement, and friendship can vary from one culture to another.

Q-2

(A) Do Grey marketers serve useful marketing functions - for consumers and manufacturers?

(B) Are consumers' perceptions of products affected by the information concerning the product's countries of origin?

OR

Q-2

(A) Can standard marketing techniques (market segmentation and product positioning) be used to market services locally and internationally?

(B) Select any country and product of your choice and describe International Product Life Cycle with its marketing implications for that selected country and product.

Q-3 Briefly explain the market entry strategies (Any Four):

- a) Strategic Alliance
- b) Management Contract
- c) Joint Venture
- d) Manufacturing
- e) Acquisition

OR

Q-3

- (A) What are the factors take in to consideration while selecting Distribution Channel Type? 4%
- (B) What is dumping? When does it become illegal? What can a seller do to circumvent antidumping regulations? 4%
- Q-4 Explain following types of letter of credit: 8%
- a) Revocable
 - b) Irrevocable
 - c) Confirmed
 - d) Unconfirmed

OR

- (A) Compare domestic communication with international communication. Explain why “noise” is more likely to occur in the case of communication process in all five stages (source, encoding, information, decoding and receiver). 4%
- (B) Explain the ‘big care’ syndrome and ‘left-hand-drive’ syndrome. 4%
- Q-5 You are an international Marketing Manager of ABC Ltd. Company. This company is manufacturing Cars. Before as a seller, you can request payment, you must provide the buyer with a number of documents to protect the terms and government requirements. Explain any four documents which you need to provide to the buyer. 8%

All the Best