

Total No. of Questions: 6

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Enrollment No.....



Faculty of Management Studies

End Sem Examination May-2024

MS3EM08 / MS3ET11 International Marketing

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. Which is/are the most important factors affecting international marketing decisions? **1**  
(a) Economical (b) Political  
(c) Social (d) All of these
- ii. Extension of marketing activities across the globe is known as- **1**  
(a) International business (b) Universal marketing  
(c) International marketing (d) Borderless marketing
- iii. What is the mode to enter foreign market without any additional investment? **1**  
(a) Exporting (b) Contract manufacturing  
(c) Strategic alliances (d) Franchising
- iv. Sellers/companies that handle their own exports are engaged in: **1**  
(a) Direct exporting (b) Indirect exporting  
(c) Licensing (d) Contract manufacturing
- v. Packaging and labeling are associated with: **1**  
(a) Price mix (b) Product mix  
(c) Place mix (d) Promotion mix
- vi. International product life cycle has important implications for a company's \_\_\_\_\_. **1**  
(a) Product planning (b) Strategy  
(c) Brand image (d) All of these

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- vii. Which pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share? **1**  
 (a) Market-skimming (b) Market-penetration  
 (c) Below-market (d) Value-based
- viii. Dumping refers to: **1**  
 (a) Reducing tariffs  
 (b) Buying goods at low prices abroad and selling at higher prices locally  
 (c) Sale of goods abroad at a lower price, below their cost and price in their home market  
 (d) Expensive goods selling for low prices
- ix. The first letter in the AIDA Model represents what type of action on the part of the consumer toward the brand? **1**  
 (a) Attention (b) Ambivalence  
 (c) Awareness (d) Attitude
- x. Direct marketing objectives do not include \_\_\_\_\_. **1**  
 (a) Selling merchandise for a company  
 (b) Enhancing a company's image  
 (c) Getting people to visit a store  
 (d) Getting people to inquire about a specific product or service
- Q.2 i. Describe the concept of international marketing. **2**  
 ii. Mention any three objectives of international marketing. **3**  
 iii. What are the challenges and opportunities in international marketing? **5**
- OR iv. Differentiate between domestic marketing and international marketing with examples. **5**
- Q.3 i. What do you mean by overseas turnkey projects? **2**  
 ii. Justify in your own words about international licensing and international franchising. **8**
- OR iii. Explain in detail the various factors affecting the selection of entry mode in international markets. **8**

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- Q.4 i. What do you mean by international branding strategies? **3**  
 ii. Discuss the various stages of product life cycle in international market with examples. **7**
- OR iii. Elaborate the different types of distribution channel in international market through examples. **7**
- Q.5 i. Mention various types of grey marketing channels. **4**  
 ii. Briefly explain following pricing approaches: **6**  
 (a) Marginal cost pricing (b) Market based pricing
- OR iii. Discuss different factors influencing pricing decision in international markets. **6**
- Q.6 Attempt any two:  
 i. Push strategy and pull strategy **5**  
 ii. AIDA model **5**  
 iii. Personal selling and sales promotion **5**

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# Marking Scheme

MS3EM08/ MS3ET11 (T) International Marketing

Q.1	i)	D	1
	ii)	C	1
	iii)	A	1
	iv)	A	1
	v)	B	1
	vi)	A	1
	vii)	B	1
	viii)	C	1
	ix)	C	1
	x)	B	1
Q.2	i.	concept of International Marketing (any 2 points-one mark each)	2
	ii.	three objectives of International Marketing. (any 3 objectives -one mark each)	3
	iii.	Challenges (2.5 Marks) Opportunities (2.5 Marks)	5
OR	iv.	Differentiate between Domestic Marketing and International Marketing with examples. (any 5 differences -one mark each)	5
Q.3	i.	Overseas Turnkey Projects. (any 2 points-one mark each)	2
	ii.	International Licensing (4 marks) and International Franchising(4 marks)	8
OR	iii.	Factors affecting the selection of entry mode. (any 8 points-one mark each)	8
Q.4	i.	International Branding Strategies (any 3 points-one mark each)	3
	ii.	Stages of Product Life Cycle- (4 marks) Diagram (2 marks) examples.(1 mark)	7
OR	iii.	different types of Distribution Channel (5 marks) examples (2 marks)	7

Q.5	i.	Mention various types of Grey Marketing Channels. (any 4 points-one mark each)	4
	ii.	Briefly explain following pricing approaches: Marginal cost pricing (3 marks) Market Based Pricing (3 marks)	6
OR	iii.	factors influencing pricing decision in International Markets. (any 6 points-one mark each)	6
Q.6		Attempt any two:	
	i.	Push strategy (2.5 marks) and Pull strategy (2.5 marks)	5
	ii.	AIDA model (any 5 points-one mark each)	5
	iii.	Personal Selling (2.5 marks) and Sales Promotion (2.5 marks)	5

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