



Faculty of Management Studies

End Semester Examination May 2025

MS5EM08 International Marketing

Programme	:	MBA	Branch/Specialisation	:	-
Duration	:	3 hours	Maximum Marks	:	60

Note: All questions are compulsory. Internal choices, if any, are indicated. Assume suitable data if necessary. Notations and symbols have their usual meaning.

Section 1 (Answer all question(s))					Marks	CO	BL
Q1.	Which of the following is not a key factor that makes international marketing different from domestic marketing?				1	1	1
	<input type="radio"/> Political and legal differences <input checked="" type="radio"/> The presence of domestic competitors	<input type="radio"/> Cultural differences <input type="radio"/> Economic conditions in the target market					
Q2.	What is the primary objective of international marketing?				1	1	1
	<input type="radio"/> To expand product offerings <input checked="" type="radio"/> To cater to global consumer needs and preferences	<input type="radio"/> To identify new sources of income <input type="radio"/> To minimize domestic market risks					
Q3.	Which of the following is a social factor affecting international marketing?				1	2	1
	<input type="radio"/> Exchange rates <input type="radio"/> Tax policies	<input checked="" type="radio"/> Religious beliefs <input type="radio"/> Import duties					
Q4.	Which environmental factor would include regulations on advertising, product safety, and intellectual property?				1	2	1
	<input type="radio"/> Political <input checked="" type="radio"/> Legal	<input type="radio"/> Social <input type="radio"/> Geographical					
Q5.	Which of the following is a method of entry into international markets?				1	3	1
	<input type="radio"/> Monopoly <input type="radio"/> Outsourcing	<input checked="" type="radio"/> Export <input type="radio"/> Merger					
Q6.	Which organization primarily oversees global trade rules among nations?				1	3	1
	<input type="radio"/> IMF <input checked="" type="radio"/> WTO	<input type="radio"/> RBI <input type="radio"/> EXIM Bank					
Q7.	What is price escalation in international marketing?				1	4	1
	<input type="radio"/> Decrease in prices in foreign markets <input checked="" type="radio"/> Increase in price due to additional export costs	<input type="radio"/> Increase in domestic pricing <input type="radio"/> Use of penetration pricing strategy					
Q8.	Which pricing strategy allows firms to charge different prices in different markets?				1	4	1
	<input type="radio"/> Uniform pricing <input checked="" type="radio"/> Differential pricing	<input type="radio"/> Cost-plus pricing <input type="radio"/> Transfer pricing					
Q9.	Which of the following is not a part of international physical distribution?				1	5	1
	<input type="radio"/> Warehousing <input checked="" type="radio"/> Advertising	<input type="radio"/> Transportation <input type="radio"/> Inventory control					

Q10. What is the key difference between standardization and localization in international advertising?

1 5 1

- ☐ Language differences
 ☐ Global media preferences
☒ Message consistency vs. cultural adaptation
 ☐ Regulation enforcement

Section 2 (Answer all question(s))

Marks CO BL

Q11. What is the process of international marketing?

3 1 2

Rubric	Marks
as per explanation	3

Q12. (a) Discuss the importance and scope of international marketing in the context of globalization.

7 1 1

Rubric	Marks
as per explanation	7

(OR)

- (b)** Differentiate between domestic, international, multinational, global, and GLOCAL markets with suitable examples.

Rubric	Marks
as per explanation	7

Section 3 (Answer all question(s))

Marks CO BL

Q13. What is the significance of geographical conditions in international marketing?

3 2 2

Rubric	Marks
as per explanation	3

Q14. (a) Discuss the impact of cultural dynamics and economic development on international marketing strategies.

7 2 3

Rubric	Marks
as per explanation	7

(OR)

- (b)** Explain the role of international marketing research in scanning the global business environment.

Rubric	Marks
as per explanation	7

Section 4 (Answer all question(s))

Marks CO BL

Q15. What is the role of the IMF in international trade?

3 3 1

Rubric	Marks
as per explanation	3

Q16. (a) Describe the salient features of India's EXIM policy (2015–2020).

7 3 1

Rubric	Marks
as per explanation	7

(OR)

(b) Compare and contrast franchising, joint ventures, and direct investment as international entry strategies.

Rubric	Marks
as per explanation	7

Section 5 (Answer all question(s))

Marks CO BL

Q17. What is international transfer pricing?

3 4 2

Rubric	Marks
as per explanation	3

Q18. (a) Explain the factors influencing international pricing strategies.

7 4 1

Rubric	Marks
as per explanation	7

(OR)

(b) Discuss the methodology involved in making multinational product decisions.

Rubric	Marks
as per explanation	7

Section 6 (Answer any 2 question(s))

Marks CO BL

Q19. What is the importance of trade terms in international physical distribution?

5 5 2

Rubric	Marks
as per explanation	5

Q20. Explain the structure of international physical distribution and its significance in global marketing.

5 5 3

Rubric	Marks
as per explanation	5

Q21. Describe the major challenges and considerations in global media decisions and advertising regulation.

5 5 3

Rubric	Marks
as per explanation	5
