

Faculty of Management Studies

End Semester Examination May 2025

MS5SEM08 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 type="radio"/> Cultural differences		
<input checked="" type="radio"/> The presence of domestic competitors		<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 type="radio"/> To identify new sources of income		
<input checked="" type="radio"/> To cater to global consumer needs and preferences		<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 checked="" type="radio"/> Religious beliefs		
<input type="radio"/> Tax policies		<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 type="radio"/> Social		
<input checked="" type="radio"/> Legal		<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 checked="" type="radio"/> Export		
<input type="radio"/> Outsourcing		<input type="radio"/> Merger		
Q6. Which organization primarily oversees global trade rules among nations?				1 3 1
<input type="radio"/> IMF		<input type="radio"/> RBI		
<input checked="" type="radio"/> WTO		<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 type="radio"/> Increase in domestic pricing		
<input checked="" type="radio"/> Increase in price due to additional export costs		<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 type="radio"/> Cost-plus pricing		
<input checked="" type="radio"/> Differential 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 type="radio"/> Transportation		
<input checked="" type="radio"/> Advertising		<input type="radio"/> Inventory control		

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

1 5 1

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

Section 2 (Answer all question(s))

Q11. What is the process of international marketing?

Marks CO BL
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))

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

Marks CO BL
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))

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

Marks CO BL
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))

Q17. What is international transfer pricing?

Marks CO BL
3 4 2

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))

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

Marks CO BL
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
