

Roll No.....

13274

MMS/M-14
INTERNATIONAL MARKETING
Paper: MM -401

Time: Three Hours]

[Maximum Marks: 70

Note: Attempt eight questions from PART -A. Each question carries 5 marks and attempt any three questions from

PART -B carrying 10 marks each.

PART—A

1. What is the difference and similarity between Domestic marketing and International marketing ?
2. Piggyback arrangement and its advantages.
3. Differentiate between licensing and franchising with the help of suitable illustration.
4. Differentiate between branch and subsidiary. What are the advantages of establishing the subsidiaries ?
5. How culture of a foreign country affects the company's operations in that country?
6. What factors may force a company to modify its package for overseas markets?
7. (a) Differentiate between proforma invoice and commercial invoice.
(b) What are the emerging issues in international marketing?
8. What are the factors which influence the decision for having customized advertisements in overseas markets?
9. Discuss the various pricing strategies to be opted for developing countries.
10. How CSR emerges as a competitive strategy worldwide? 8x5=40

PART—B

11. 'Reduction in import tariffs has resulted in bringing up new non -tariff marketing barriers by developed countries'. Critically examine the statement with suitable examples from trade.
12. ' Markets with geographic proximity are not always the most preferred markets'. Examine the statement critically with suitable examples.
13. Discuss in detail the various stages of IPLC and their marketing implications.
14. Discuss the various methods of financing and means of payment in international markets.
15. What do you mean by marketing channels? Discuss the various types of indirect channels of distributions. 3x10=30