

Roll No.....

Total Pages: 3
13241

MBA/M-18
INTERNATIONAL MARKETING
Paper: MBA-MM-401

Time: Three Hours

Maximum Marks: 80

Note: Attempt eight questions from Part-A carrying 5 marks each. Attempt any three questions from Part-B carrying 10 marks each.

PART-A

1. Differentiate between franchising and management contracts.
2. Differentiate between ethnocentricity and polycentricity.
3. How economic variables help in selection of the foreign marketers?
4. What is differentiated target market strategy? Explain with examples.
5. What packaging decisions are taken by companies in international context?
6. Differentiate between cost-based and arm's length transfer pricing.
7. Differentiate between EMC and piggyback arrangements.
8. Differentiate between FOB and CIF.
9. Discuss the factors affecting international media strategy.
10. What problems are faced by Indian brands in foreign markets?

PART-II

11. Discuss the various steps involved in the marketing selection process of international marketing.
12. What is international market segmentation? Discuss the macro variables to segment the markets.
13. At global level non-tariff barriers are increasing than tariff barriers. In the light of this explain the types of non-tariff barriers.
14. What types of intermediaries are available in distribution channel? Explain the intermediaries both for manufacturer as well as buyer.
15. How domestic pricing is different from international pricing? Discuss the various pricing strategies adopted in international markets.