

Roll No.

MMS/MX

6804

International Marketing

Paper: MM-401

Time: Three Hours]

[Maximum Marks: 70

Note:- Attempt FIVE questions in all. Question No.1 is compulsory.

Each question carries equal marks.

- (a) What is ethnocentricity?
 - (b) Define multi-national marketing.
 - (c) What is geo-centric approach?
 - (d) What is meant by high-context culture?
 - (e) How does SRC become a problem in international marketing?
 - (f) When does transfer pricing become an issue?
 - (g) What is product adaptation?
2. "International marketing is very challenging yet more companies are going for it." Discuss this statement.
 3. What are the options available to a firm for marketing entry into foreign markets?
 4. How does economic environment influence international marketing operations?
 5. What factors will you keep in mind while selecting a country market for international operations?
 6. Outline the major problems confronting an international advertiser. How can they be overcome? '
 7. What distribution strategy will you suggest to Tata Motors for 'Jaguar' and 'Land Rover' brands in international market?
 8. Attempt any **two** of the followings:
 - (a) Discuss the various kinds of host country controls over an international firm.
 - (b) What are the brand policy options available to an international marketer?
 - (c) What are the consequences of charging an export price below the domestic market price?