

Roll No.

Total Pages: 3

13774

MMS/M-15
INTERNATIONAL MARKETING
Paper-MM-401

Time Allowed: 3 Hours]

[Maximum Marks: 70

Note: Attempt any eight questions each from Unit-I carrying 5 mark each. Attempt any 3 questions from Unit-II carrying 10 marks each.

Unit-I

1. Define Internet marketing are the different characteristics and limitations of this definition?
2. Differentiate between Ethnocentricity and polycentricity.
3. Distinguish between:
 - (a) Surcharge and Countervailing duty.
 - (b) Specific and Advalorem duties.
4. What are subsidies? Discuss the various forms of subsidies.
5. Differentiate between contract manufacturing and Management contracts.
6. Discuss the marker attractiveness/company strength matrix of market selection.
7. Discuss the branding the following:
8. Distinguish between the following:
9. Discuss the various promotional alternatives in overseas markets.
10. Write short note on Globe-e-marketing.

Unit-II

11. To what extent the arguments given in the favour of protection of local industries are justified? Also discuss the tariff barriers of International trade.
12. Briefly discuss the various mode of Entry in International markets.
13. Discuss the different steps involved in International marketing planning.
14. Critically evaluate the factors influencing international pricing decisions. Discuss the significance of pricing decisions in International markets with specific reference to developing countries.
15. 'Marketing boundaries across the countries are disappearing at a faster pace.' Critically examine this statement with suitable examples and discuss the emerging issues in context of International marketing.