

Roll No.

Total No. of pages: 2

MMS/M11
International Marketing
Paper: MM-401

6816

Time: Three Hours]

[Maximum Marks: 70

Note:- Attempt **FIVE** questions in all. Question no. 1 is compulsory. All questions carry equal marks.

1. Write short notes on:
 - (a) Counter trade
 - (b) Transfer pricing
 - (c) TRIP
 - (d) Franchising *V/S* Licensing
 - (e) International Trade *V/S* International Marketing
 - (f) International Media Scheduling
 - (g) Dumping
2. Assume yourself as a marketer who is a novice in the field of international marketing. Which market entry mode would you choose to enter foreign markets? How the preference for a mode will change as you would gain some experience?
3. “WTO brings cheers for innovative global marketers but bring catastrophic situation for cloners.” Comment pin-pointing key provisions of WTO.
4. Assume yourself as a global marketer originating from India and dealing in durable products. Which of the strategies viz. product standardization or adaptation would you recommend for following markets:
 - (a) Under-developed African markets
 - (b) Developing Asian markets like China
 - (c) Developed markets of Europe.

5. Under what situations would you restore to following pricing options for international markets:
 - (a) Uniform pricing
 - (b) Market-based pricing
 - (c) Cost-based pricing
6. “Joint Ventures, inspite of being failure-prone, thrills prominent global marketing firms.” Why? How can the success rate of joint ventures be enhanced?
7. “Promoting globally requires making adjustments according to culture, economic affluency and legal framework of the country.” Discuss in detail citing suitable live examples.
8. How would you choose distributing partners for global operations? What role would you expect from them?