

International Marketing

Paper: MM-401

Time: Three Hours]

[Maximum Marks: 70

Note:- Attempt FIVE questions. Q. No.1 is compulsory.

1. (a) What do you mean by Protectionism 1
 (b) What is multinational marketing 1.
 (c) Distinguish between ethnocentric and geocentric onentation. (d)
 What is Strategic Alliance 1
 (e) Distinguish between exporting and International Marketing. (1)
 What is Standardisation 1
 (g) Define the meaning of Currency Fluctuations.
2. How can an understanding of international. trade theory help
 international marketer 1
3. What is WTO framework and what does it do for environment
 of international marketing? Explain by giving examples.
4. How can nation's technology, education level, language,
 religious situation and aesthetic ideas and values of society
 affect international marketing effort of a fmn 1
5. Should a firm have one brand world wide? Would your answer
 differ among products such as perfumes, photographic films,
 credit cards and computers?
6. Explain market feedback, investment requirements and
 exposures to foreign problems as variables in choosing an entry
 method to foreign markets.

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7. (i) Why do local media predominate, even for international
 marketers 1
 (ii) Why is personal selling done largely within national boundaries
 rather than international boundaries 1
8. What are some of the major factors affecting international pricing 1
 In particular, how are prices influenced by firm's strategy,
 consumer's ability to buy, firm's. cost and market structure 1

