

Roll No.....

Total Pages: 3
13541

MBA/M-17
INTERNATIONAL MARKETING
Paper: MBA-MM-401

Time: Three Hours

Maximum Marks: 70

Note: Attempt five questions including No. 1 which is compulsory. All questions carry equal marks.

Compulsory Question

Unit-I

1. Differentiate between domestic marketing and international marketing.
2. What factor should be considered by the firm while selecting the suitable mode of entry?
3. Discuss the importance of cultural empathy to foreign marketers.
4. What target market strategies can be used in international market?
5. Explain the different types of positioning strategies in international context.
6. What is transfer pricing? Discuss the types of transfer pricing.
7. Discuss the factors affecting the selection of international distribution channels.
8. What are marketing barriers? Discuss the tariff barriers on the basis of length and distribution point.
9. Discuss the different types of dumping. Is dumping legal or illegal?
10. Write a short note on relationship marketing.

Unit-II

11. Explain the concept of IPLC. Does it's apply at industry or product level?
Evaluate its relevance for bicycles and generic pharmaceutical products.
12. Explain in detail the steps involved in the process of international marketing.

13. What branding decisions are taken by Indian manufacturers to mark their presence in international context? Are they successful? Discuss the scope of Indian brands in foreign markets.
14. Explain in detail, the various types of distribution channels in foreign markets.
15. Advertising abroad is more difficult than advertising in home. What elements of advertising strategy play a crucial role in international context?