

**International Marketing Paper-MM-401**

Time: Three Hours].

[Maximum Marks: 70

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

1. (a) Differentiate between Licensing and Franchising.

(b) Define Global brand.

(c) Define labelling and packaging.

(d) What do you mean by non-tariff barriers ?

(e) Define exchange centre.

(f) What is polycentric orientation?

(g) What is F.D.I. (Foreign Direct Investment) ?

2. What are the major factors that should be taken into account in

--developing a pricing policy for international markets?

3. Suggest the criteria for selecting the distribution network for pharmaceutical product in overseas market.

Discuss the factors which affect market selection decision.

4.

5. Discuss the reasons for increase in international trade transactions. Define International Marketing Environment.

~ Explain the components.

7. 'WTO framework has smoothened the business complexities'.

Explain.

8. Write notes on:

(i) Creative Strategy

(ii) Media Strategy

(iii) Non Price Factors

(iv) Market

Segmentation.

