

MMS/M-16
INTERNATIONAL MARKETING
PAPER-MM-401

Time Allowed: 3 Hours

Maximum Marks: 70

Note: Attempt any eight questions from part-A. And any three Questions from part-B.

Part-A

1. What advantages the Indian companies get in international marketing? Explain with examples.
2. Differentiate between protective and revenue tariffs. How tariffs can be classified on rates?
3. How economic environment has strong influence on international marketing strategies? Discuss with suitable examples.
4. Differentiate between regiocentricity and egocentricity.
5. Differentiate between turnkey projects and join venture.
6. How demographic and psychographic variables become important in segmenting the international markets?
7. What positioning strategies Indian companies can opt in foreign markets?
8. Explain any three types of terms of sale which can be quoted in price quotations.
9. What is countertrade? In what ways it can be carried out?
10. Discuss the factors affecting international advertising.

Unit-II

11. 'Globalization helps in convergence of consumers' tastes across the borders'. In the light of this, explain the factors encouraging products standardization with suitable examples.
12. Discuss any three macro variables of market segmentation. Also explain the relationship between market segmentation, targeting and positioning.
13. Explain various steps involved in the process of international market selection.
14. Discuss the process of price setting and the pricing method of international context.
15. Discuss in detail, the various components of international advertising strategy.