

Roll No. ....

6/5/19  
Total Pages : 2

OMMS/M-19

**13041**

**INTERNATIONAL MARKETING**

Paper : MM-401

Time : Three Hours]

[Maximum Marks : 70

**Note :** Attempt *eight* questions from Part-A carrying 5 marks each. Attempt any *three* questions from Part-B carrying 10 marks each.

**PART-A**

1. Discuss the challenges of international marketing.
2. Differentiate between tariff surcharge and countervailing duties.
3. How political environment of foreign country influence international marketing strategies?
4. Discuss the factors affecting product adaptation.
5. How market potential and market access help in selecting the foreign markets?
6. How geographical and behavioural variables become important in segmenting the international markets?
7. What target market strategies Indian companies can opt in foreign markets?
8. Differentiate between export management company and trading company.

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9. What factors influence international packaging decisions?
10. Discuss the factors affecting international distribution channel.

### **PART-B**

11. Discuss the factors influencing modes of entry in foreign markets. Discuss the least and most risky route of entry.
12. What branding decisions are taken in international context? Discuss the cases of Indian brands which have successfully marked their presence in foreign markets.
13. Explain various steps involved in the control process of international market. Why control is necessary?
14. What are terms of payment? How it influences international pricing decisions?
15. What advertising decisions are taken in international context? What challenges are faced by marketer related to international advertising ?