



Name :

Roll No. :

Invigilator's Signature :

CS/MBA/SEM-(4FT & 6PT)/MM-404/2013

2013

INTERNATIONAL MARKETING

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP – A

(Multiple Choice Questions)

1. Choose the correct alternatives for any *ten* of the following :
10 × 1 = 10
- i) General Agreement on Tariff and Trade (GATT) now is better known as
 - a) UNCTAD
 - b) WHO
 - c) IMF
 - d) WTO.
 - ii) Country of Origin impact favours product in International Marketing.
 - a) Standardization
 - b) Adaptation
 - c) Formulation
 - d) Innovation.
 - iii) When a product is simultaneously launched in various countries, it is called approach.
 - a) Waterfall
 - b) Sprinkler
 - c) New product launch
 - d) Product introduction.
 - iv) United Nations Conference on Trade and Development (UNCTAD) was established in
 - a) 1986
 - b) 1964
 - c) 1956
 - d) 1991.



- v) Which of the following is not a method of entry into a foreign market ?
- a) Direct selling b) Joint venture
c) Licensing d) Strategic alliance.
- vi) Brands that are guided by the same strategic principles internationally are called
- a) International brands b) Global brands
c) National brands d) Regional brands.
- vii) The trade theory that states that a nation gains by trading with other nations in those goods in which it has an advantage over other nations in terms of production cost is called
- a) Theory of absolute advantage
b) Theory of relative advantage
c) Factor endowment theory
d) Theory of comparative advantage.
- viii) Nestlé takes a global approach to marketing its chocolate products. It probably finds that which of the following is most easily standardised ?
- a) Product b) Promotion
c) Distribution d) Price.
- ix) When a firm's products are marketed outside its home market and home production is used to supply these markets, the firm is engaging in
- a) International marketing
b) Global marketing
c) Exporting
d) Domesting marketing.
- x) The lowest level of commitment to international marketing and also the most flexible approach, is
- a) a joint venture b) exporting
c) licensing d) direct ownership.



- xi) An ethnocentric orientation is one which
- a) orientate towards a foreign country
 - b) is measured by one's own SRC
 - c) is centered around whatever is good in the foreign country
 - d) is ethical orientation of decision-making.
- xii) Which one is not a tariff barrier ?
- a) Export duty
 - b) Import duty
 - c) Quota system
 - d) None of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. Explain the EPRG framework.
3. Discuss briefly different barriers of International Marketing.
4. What are the different pricing methods which can be adopted for international marketing ?
5. Indicate the functions performed by WTO.
6. In the highly competitive global business world today do you think that a company should or should not market the same product in the same way around the world ? Justify your answer.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. An Indian garment company manufacturing designer cotton outfits is presently operating in the domestic market only. The company now wants to enter foreign markets. What could be the possible benefits for the company ? What are the different modes to entry available to the company without any direct investments in the foreign markets ? How can the company proceed for segmenting the international market ? $5 + 5 + 5$
8. Discuss the elements that make up culture. Why is an understanding of different cultures important to an international marketing manager ? What aspects of the culture would influence the marketing of women's designer white jeans in different countries ? $6 + 4 + 5$
9. What are the important issues to be considered by an emerging market company before launching a product in a mature market ? You may take the help of Kotabe Model. Distinguish between Waterfall and Sprinkler approaches for product launching in international market. $7 + 8$
10. Why are pricing decisions in international markets very significant for developing and least developed countries ? Critically evaluate the factors influencing international pricing decisions. $8 + 7$
11. Write short notes on any *three* of the following : 3×5
 - a) Theory of Comparative Advantage
 - b) Balance of Payments
 - c) Bill of Lading
 - d) ASEAN
 - e) International Product Life Cycle.

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