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**248401**

May, 2019

MBA (IB) - 4th Semester

**INTERNATIONAL MARKETING (MBA/IBM 209)**

Time : 3 Hours]

[Max. Marks : 75

*Instructions :*

1. *It is compulsory to answer all the questions (1.5 marks each) of Part-A in short.*
2. *Answer any four questions from Part-B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*

**PART-A**

1. Write short note on :

- (a) Modes of international market entry. (1.5)
- (b) Life cycle stretching strategies in international marketing. (1.5)
- (c) Social environment of International Marketing. (1.5)
- (d) International product standardization. (1.5)
- (e) Trade exhibitions. (1.5)
- (f) Counter Trade. (1.5)

- (g) Transfer Pricing. (1.5)
- (h) Labelling. (1.5)
- (i) Ethnocentric orientation in International market. (1.5)
- (j) Franchising as a mode in international market entry. (1.5)

**PART-B**

- 2. (a) Discuss Concept, benefits and challenges of International Marketing. (10)
- (b) What is the relevance of WTO framework for international marketing? (5)
- 3. What is the procedure for conducting International marketing research? (15)
- 4. Discuss product life cycle in international markets in detail (15)
- 5. (a) Discuss the product/market conditions where product standardization is a more effective strategy than product adoption, illustrating your answer with suitable examples. (5)
- (b) Explain the modus operandi of a letter of credit in international transaction. (10)

- 6. (a) Write a note on International distribution channels. (5)
- (b) What are factors that affect the prices of various products in international market? (10)
- 7. What are the emerging issues in International marketing. (15)