

Roll No. ....

Total Pages : 2

**701330**

**December 2022**  
**MBA III SEMESTER**  
**International Marketing (MS-IB-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. (a) Functions of WTO. (1-5)
- (b) Segmentation in International markets. (1.5)
- (c) Counter trade. ?1.5)
- (d) Dumping. (1-5)
- (e) International Trade Fairs. (1.5)
- (f) International Product Strategy. (1.5)
- (g) Relationship marketing for international business. (1.5)
- (h) Product adaption. (1.5)
- (i) Terms of payment in International transactions (1.5)
- (j) Marketing risk in International marketing (1.5)

## **PART-B**

2. (a) Write a note on International marketing research. (10)  
(b) What are the challenges in international marketing?  
(5)
  
  3. (a) Discuss the mode of entry in the international markets.  
(5)  
(b) Discuss the functions of WTO in context of international marketing.  
(10)
  
  4. Discuss International Product life cycle. (15)
  
  5. (a) What are the promotion decisions for the international markets  
(5)  
(b) Discuss international distribution channels also discuss the factors influencing selection of channel in international markets  
(10)
  
  6. (a) Discuss the factors influencing pricing decisions in International markets. (10)  
(b) Discuss relationship marketing for overseas business.  
(5)
  
  7. Discuss emerging issues in International marketing. (15)
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