

Jamia Hamdard
School of Management and Business Studies
Department of Management
Even Semester Examination - July 2023
MBA-IV Semester
MBA-GE-IB-08
International Business Marketing

Roll No...

Duration: 3 Hour

Max.Marks -75

(15X5=75)

Note: Attempt any Five Questions, All questions carry equal marks

Q1: An International marketer has to find out a trade-off between standardized and customized product as it is difficult to evolve a global product. Do you agree with the statement? Justify your answer with a suitable example.

Q2: Evaluate various channel alternatives for exporting flowers to the UK and Japan. Discuss the criteria for selecting distributor in international market.

Q3: A company plans to explore market potential and consumer behaviour for an Indian Herbal fairness cream for the Middle East. What would be the major sources of data collection? How does primary data collection in the Middle East differ from that in India?

Q4: Work out a Market segmentation plan for exports of fresh fruits from India to European Market.

Q5: What is the difference between “agents” and “merchant intermediaries”? Discuss their types with the help of suitable examples.

Q6: A family run handmade manufacturing unit located in Sanganer near Jaipur is desirous of international expansion. The entrepreneur has little knowledge about international markets and way to enter. In your opinion, which mode of entry should be adopted? Give reason to justify your answer.

Q7: “Globalization has been a powerful driving force which has brought convergence in the tastes and preferences of the consumers around the world. Despite this fact, countries still differ a lot and many times companies do blunder while designing international marketing strategy.” Critically evaluate the statement, identify the major hindrances in formulating global marketing strategies and means to overcome them.

Q8: Marketing firms across the world have committed blunders in translating from one language to another language. As an international marketing manager, how would you cope with such mistakes? Also discuss the role of language and communication in international marketing.