

DEPARTMENT OF MANAGEMENT
JAMIA HAMDARD
MBA IV Sem

Even Semester Examination 2022

MBA-GE-MM-14
International Marketing

Answer any five questions. All questions carry equal marks.

MM:75

1. What are the different factors that affect channel design decisions in International Marketing? Discuss in detail the channel strategy of AVON and AMWAYS. (15)
 2. Discuss in detail the strategies for building global brands. Discuss how these have been put into action by McDonald's or L'Oréal as a brand. You can discuss any one of the brands. (15)
 3. Explain briefly:
 - i. Global Demographic Facts and Trends (5)
 - ii. Channel Alternatives for New Market Entry (5)
 - iii. Contractual Entry Strategies (5)
 4. Elaborate upon the various factors that affect channel strategies in international marketing. Give a live example for each factor. (15)
 5. As a first – time exporter of handicrafts from India to different countries of Europe, discuss your approach towards the framework for segmentation and targeting. (15)
 6. Explain the process and steps in international marketing research. How is it different from domestic marketing research? Give examples. (15)
 7. Write short notes on:
 - i. Product promotion strategies in International Market (5)
 - ii. Dumping (5)
 - iii. Forces Restraining Global Integration (5)
 8. As a first – time exporter of handicrafts form India, which mode of payment would you prefer? Justify you answer with reasons. Explain the concept of transfer pricing. How do firms use it as a tool to circumvent statutory provisions of the countries of their operation? (15)
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