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MBA SEMESTER IV EXAMINATION, 2018

Paper – MBA–GE-MM-14

International Marketing

Time: 3 hours | Maximum marks: 75

Answer any five questions out of the following eight. Each question carries 15 marks

1. a) What are various levels of management orientation in International Marketing? Discuss with the help of suitable examples. (7.5)
   b) What are various driving and Restraining Forces Affecting Global Integration and Global Marketing? (7.5)

2. As an international marketing manager of bicycle exporting firm to Tanzania, identify alternative channels of distribution for bicylcles in Tanzania. Develop Criteria for selecting most appropriate distribution channel.

3. "In a fleeting market where traditional linear models of business are being replaced by more radical interconnected models, branding is one marketing technique that remains firmly rooted in prosperity". Do you believe in this statement? Discuss various branding alternatives available to International Marketers?

4. (a) Discuss various product promotional strategies used in international market? (7.5)
   (b)What are various approaches for product launch in international market? (7.5)

5. A company wants to enter international markets by involving another company in the foreign country. Discuss various modes of international market entry where the scope for involvement of a foreign company is possible.

6. (a) Briefly discuss the bases of international market segmentation (5)
   (b) State the relationship between international market targeting and positioning. Describe international market targeting strategies. (10)

7. (a) Discuss Dumping and Transfer pricing in detail. (6)
   (b) If, fixed cost is \$0.5 million, Variable cost is \$200 per unit and domestic sale is 10,000 units. Calculate (9)
   i. Total cost
   ii. Total cost per unit
   iii. Marginal cost (for export order of 30,000 and price per unit offered is \$120)

8. Write short notes on any three (5+5+5)
   a. High and low context culture
   b. Various ways of managing political risk
   c. Marketing Research Process
   d. Non-collaborative foreign equity arrangement