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MS-064

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2023

MS-064 : INTERNATIONAL MARKETING

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

Note : *Attempt any **three** questions from Section A.*

Each question carries 20 marks. Section B is compulsory and carries 40 marks.

Section—A

1. Explain International Product Life Cycle concept. Why is international product life cycle approach considered practical approach to international business ? Discuss.
2. What are INCO terms in international sales contract used in International Marketing ? Explain these terms with examples.

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3. Write a detailed note on kinds of documents used in international marketing. Explain the relevance of the documents used.
4. Write short notes on any *three* of the following :
 - (a) Culture and its relevance in International Marketing
 - (b) EPRG Framework
 - (c) Product Standardisation *vs.* Product Adaptation
 - (d) Transfer pricing and any *two* methods of transfer pricing
 - (e) Selecting distribution channels and channel members in IM

Section—B

5. XYZ Company is marketing handlooms in the Domestic Markets under a brand name 'Wave'. They are traders and get the product manufactured from other manufactures under their brand and strict quality control. One partner of the organization XYZ wants to venture in overseas market and wants to arrive

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at various decisions. How can you advise that partner for entering International Markets ?

- (a) Suggest suitable way of entering the International Market.
- (b) What type of environmental study he should suggest to do and how to do such studies ?
- (c) What payment methods should he use for safety of payments at the time of overseas payments realisation ?