

MANAGEMENT PROGRAMME

Term-End Examination

December, 2013

MS-64 : INTERNATIONAL MARKETING

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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- Note :** (i) *Attempt any three questions from Section-A.*
(ii) *Section-B is compulsory.*
(iii) *All questions carry equal marks.*
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SECTION-A

1. Explain briefly the following:
 - (a) Theory of comparative cost advantage.
 - (b) Association of South-East Asian Nations (ASEAN)
 - (c) Global v/s Domestic Marketing.

2.
 - (a) Explain the techniques available for doing Cultural Analysis.
 - (b) What are the benefits available to Export Oriented Units (EOU) and Units in Export Processing Zones ?

3. (a) How is Product Adoption Policy different from Product Standardisation Policy in designing International Product Policy? Explain giving suitable examples.
- (b) Discuss in brief elements of Advertising Strategy used for international marketing.
- 4 Write short notes on *any three* of the following:
- (a) Consideration involved in branding and packaging Ready to eat food products for the developed country market
- (b) EPRG Frame work
- (c) International Distribution Channels
- (d) Advantages of Containerization of Goods for International movements
- (e) Decision areas for strategic planning in the international marketing context.

SECTION-B

5. (a) A marketer of Cotton Shirts in India is planning to go international. He has to quote prices to his International client in USA. The International client m/s ABC corporation has asked to quote FOB and CIF prices for his cotton shirts.

Make a price quotation sheet to compute the FOB and CIF prices assuming the various costs involved.

- (b) The same exporter has got the order for 1000 pieces of shirts from USA. List the principal export documents he has to prepare to export the shipment of 1000 pieces of cotton shirts from Delhi to USA.

Make necessary assumptions required.
Explain any three of these documents
