

**POST GRADUATE DIPLOMA IN GLOBAL  
BUSINESS LEADERSHIP  
(PGDGBL)**

**Term-End Examination  
December, 2012**

**MGBE-019 : INTERNATIONAL MARKETING**

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : Answer any five of the following. All questions carry equal marks.*

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1. "Operating in international markets is much more complex than marketing domestically." Critically evaluate the statement with suitable examples. 20
  
2. (a) Describe the role market research in identifying and describing potential international marketing opportunities. 10  
(b) In the light of rapid international market changes, discuss the changing nature of international competition. 10
  
3. (a) Describe the reasons for a firm to enter into international markets. 10

- (b) 'Selection of a market entry mode is the key decision for companies seeking to enter foreign markets because it involves risk and a certain level of control'. Explain. 10
4. Discuss in detail PESTEL analysis. 20
5. Discuss the impact of WTO on international trade and marketing. 20
6. 'Sustaining Business customers' relationship is more challenging than household customers'. Do you agree ? 20
7. What are the opportunities and challenges in international marketing created by new advances in information technology ? 20
8. Briefly discuss the growth of the global online market place for B2B markets. 20
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