

MANAGEMENT PROGRAMME

Term-End Examination

December, 2016

MS-064 : INTERNATIONAL MARKETING

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note : (i) *Attempt any three questions from Section-A.*

(ii) *Section-B is compulsory.*

(iii) *All questions carry equal marks.*

SECTION - A

1. (a) Differentiate between domestic and international marketing giving suitable examples.
(b) Suggest export promotion organizations that may be approached by an engineering goods manufacturer in India for exploring international marketing opportunities. Summarize their major activities to facilitate exports.

2. (a) Briefly explain the elements that make up culture. Why is an understanding of different cultures important to an international marketing manager ?
(b) Explain the different forms of 'regional economic groupings' giving suitable examples.

3. (a) Why do you think a company should or should not market the same product in the same way around the world? Explain with the help of suitable examples.
- (b) What is transfer pricing? Explain the different approaches to transfer pricing.
4. Write short notes on **any three** of the following :
- (a) Letter of credit.
- (b) International distribution channels.
- (c) International media strategy.
- (d) Scope of international marketing research.
- (e) Decision areas for strategic planning in the international marketing context.

SECTION - B

5. (a) "A firm considering an international expansion must carefully consider the political environment of the country it is seeking to enter. The degree of difference between the home country's and host country's political system may have a dramatic impact on international business". Critically examine the above statement and discuss, giving suitable examples, why should a firm be interested in internationalizing its operations pay attention to the host country's political and legal environment.
- (b) A bicycle manufacturer presently operating in India, wants to enter international markets. Propose ways in which the company can carry out market segmentation on the world bicycle market.