

20700

MANAGEMENT PROGRAMME

Term-End Examination

December, 2017

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) Describe the reasons for a firm entering international markets.
- (b) "The world is becoming more and more mono-cultural. Today you can get Japanese noodles in the U.S. and McDonald's burger in India. Cultural factors are simply not as important as they were earlier". Do you agree with the statement ? Justify your answer giving suitable examples.

2. Explain the contents and significance of the following documents :
 - (a) Letter of Credit
 - (b) Commercial Invoice
 - (c) Packing List

3. (a) Briefly explain the components of international advertising strategy. What are the advantages and disadvantages of standardization of international advertising programme ?
 - (b) Explain the basic steps in international marketing research process.

4. Write short notes on **any three** of the following :
 - (a) EPRG Framework
 - (b) Regional Economic Groupings
 - (c) Deemed Exports
 - (d) International Product Life Cycle
 - (e) Domestic Vs. International Planning

SECTION - B

5. (a) A cloth exporter in Mumbai has received an enquiry for 30,000 metres of cloth to be shipped to U.K. The basic price the exporter wishes to receive is \$ 10 a metre. Assume that the export is by sea, or by air, explain the different types of terms of delivery.

- (b) A company XYZ Ltd. from India, exporting to ten countries, has plotted these countries on the following matrix :

High	① ②		③ ⑩
Country Attractiveness	⑤	④	
Low		⑨	⑥ ⑦ ⑧
	High	Competitive Strengths	Low

Such a matrix can help in market selection by identifying invest/grow countries against harvest / divest countries. What specific strategies do you suggest to XYZ Ltd. ?
