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MS-64

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2021

MS-64 : INTERNATIONAL MARKETING

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

Note : Attempt any *three* questions from Section A.
Section B is compulsory. All questions carry equal marks.

Section—A

1. (a) With the help of suitable examples, explain the reasons for which firms enter international markets.
- (b) Explain the difference between ethnocentric and polycentric orientations. How do these orientations affect international marketing practices ?

2. (a) What do you understand by the term 'political risk' ? In your opinion is it country specific or firm specific or both ? Explain giving examples.
- (b) Explain the significance of letter of credit in international marketing. Briefly discuss the operation of a letter of credit.
3. (a) Explain the scope of international marketing research. What are the advantages and limitations of using online surveys in international marketing research ?
- (b) Explain the various product/communication strategies available to an international marketing, giving suitable examples.
4. Write short notes on any *three* of the following :
 - (a) Export Promotion Councils
 - (b) Elements of international advertising strategy

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- (c) Effect of terms of delivery on the quoted price
- (d) Containerization
- (e) Domestic *vs.* International Marketing Planning

Section—B

5. (a) “The world is becoming more and more mono-cultural. Today you can get Japanese Noodles in the U. S. and McDonald’s burgers in India. Cultural factors are simply not as important as they were earlier.” Do you agree with this statement ? Justify your answer giving suitable examples.
- (b) Taking any product of your choice, explain the process of international market selection.