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

**Term-End Examination
June, 2012**

MGBE-019 : INTERNATIONAL MARKETING

Time : 3 hours

Maximum Marks : 100

Note : Answer any five of the following.

All questions carry equal marks.

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1. (a) Describe the new challenges faced by international marketers in the changing business scenario. 10
 - (b) What are the controllable and uncontrollable forces in international marketing tasks ? 10
 2. Critically assess the criteria, both internally and externally, for selecting potential market opportunities/segments. 20
 3. What are the recent trends in India's foreign trade ? Are they in the desired direction ? 20
 4. What are the factors influencing market selection ? Illustrate each factor with an example. 20

5. Discuss various pricing strategies and their applicability in International Marketing. 20
6. Explain briefly the functions of the World Trade Organization (WTO). Why is it necessary for an international marketing manager to understand various legislations under WTO ? 10+10
7. Explain briefly Webster and Wind and J. Sheth's models of B2B customer relationships. 20
8. (a) What are the differences between goods and services B2B customers ? 10
- (b) How do you build and sustain relationships with B2B customers ? 10
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