

00311

MANAGEMENT PROGRAMME

Term-End Examination

June, 2017

MS-064 : INTERNATIONAL MARKETING

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

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- Note :** (i) *Attempt any three questions from Section-A.*
(ii) *Section-B is compulsory.*
(iii) *All questions carry equal marks.*
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SECTION - A

1. Distinguish between the following giving suitable examples :
 - (a) Free Trade Area and Common Market
 - (b) Domestic Marketing and International Marketing
 - (c) Ex-Works and C.I.F.
 - (d) Direct and Indirect international distribution channels

2. "A firm considering an international expansion, must carefully consider the political environment of the country they are seeking to enter. The degree of difference between the home country's and host country's political system may have a dramatic effect on international business."
Critically examine the above statement and identify the various political risks involved. Also discuss the strategies a firm should adopt in coping with the political risks.

3. (a) Discuss the significance of 'letter of credit' in international marketing. Briefly explain its operation.
- (b) Explain the scope of international marketing research. What are the advantages and limitations of online surveys ?
4. Write short notes on **any three** of the following :
 - (a) Framework for international marketing planning
 - (b) Factors influencing international market selection
 - (c) Transfer pricing
 - (d) Elements of culture
 - (e) Media strategy for international advertising

SECTION - B

5. You are the marketing executive in a food processing company producing and marketing fruit juices and frozen vegetables in India. The company is exploring the possibilities of entering international markets. The management has asked you to prepare a preliminary report covering the following five aspects :
 - (a) Advantages and challenges for the company in entering the international markets;
 - (b) Different modes of entering international markets and potential difficulties involved with each options;
 - (c) Whether making exercises for product adaptation for different markets is worth it;
 - (d) Physical distribution implications and
 - (e) Support the company can receive from the institutional framework for export available in India.