

00275

MANAGEMENT PROGRAMME

Term-End Examination

June, 2018

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) Explain the differences between ethnocentric, polycentric, regiocentric and geocentric orientations. How do these orientations affect international marketing practices ?
(b) Explain the contents and significance of the following documents :
 - (i) Commercial invoice
 - (ii) Packing list

2. (a) Why is an understanding of different cultures important to an international marketing manager ? Discuss with the help of suitable examples.
(b) What are the different forms of 'Regional Economic Groupings' for trade co-operation ? Explain giving examples.

3. (a) With the help of examples explain the relative advantages of standardization and adaptation of an international advertising programme.
- (b) Explain how an international marketing manager can use "country attractiveness/competitive strategy" matrix to define the direction of growth for the organization.
4. Write short notes on **any three** of the following :
- (a) Export Promotion Councils
- (b) Containerization
- (c) Transfer pricing
- (d) International Product Life Cycle
- (e) Major Strategic Planning decision areas in the international marketing context

SECTION - B

5. (a) A leading international fast food chain presently operating in North America and Western Europe intends to enter the Asian market. In the initial phase it plans to enter India, China and Indonesia. What, according to you, are the major challenges faced by the company in entering these markets ? Would you recommend a product standardization strategy for all the three countries ? Justify your answer.
- (b) Briefly explain the scope of international marketing research. Select a developed and a least developed country and explain the key issues/challenges involved in doing a marketing research study there.