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MS-064

MANAGEMENT PROGRAMME

Term-End Examination, 2019

MS-064 : INTERNATIONAL MARKETING

Time : 3 Hours]

[Maximum Marks : 100

(Weightage : 70%)

Note : Attempt any three questions from Section-A. Section-B is compulsory.

SECTION-A

1. Distinguish between the following giving suitable examples :
 - (a) 'Ethnocentric' and 'Polycentric' orientations
 - (b) 'Free Trade Area' and 'Customs Union'
 - (c) 'Pre-investment Planning' and 'Post-Investment Planning' for management of political risk.

2. What do you understand by the term Culture ? Briefly explain the elements of culture. Suppose you were asked to do a cultural analysis for a potential market, what would you do ?

3. (a) Why do you think a company should or should not market the same product in the same way around the world ? Explain with the help of suitable examples.
- (b) What is a letter of credit ? Explain how it is operated.
4. Write short notes on **any three** of the following :
- (a) Reasons for entering into international markets
- (b) Export Promotion Councils
- (c) Deemed Exports
- (d) Techniques of international marketing research
- (e) Media strategy

SECTION-B

5. You are currently manufacturing and marketing a product (you may choose any product of your choice) in domestic market only. Now you intend to market your product in international markets. For this you have chosen 'exporting' as your mode of entry into international markets.

- (a) What are the relative advantages and disadvantages of the mode of entry chosen by you ? What are the other options of mode of entry available to you ?
- (b) How would the 'terms of delivery' effect the price to be quoted by you as an exporter ? Explain.
- (c) What are the various international distribution channels which you can use for exporting your product ? Discuss.

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