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MS-64

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2020

MS-64 : 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) With the help of an example explain the 'theory of comparative advantage' of international trade.
- (b) 'The EPRG framework has implications on the strategy formulation process.' Discuss.

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2. Explain the various elements that make up culture. Why is an understanding of different cultures important to an international marketing manager ?
3. (a) Explain the various combinations of product/communication strategies available to international marketers.

(b) What are the relative advantages of standardization/adaptation of an international advertising programme ? Explain.
4. Write short notes on any *three* of the following :
 - (a) Reasons for entering into international markets
 - (b) Export Promotion Councils and Commodity Boards
 - (c) Regional economic groupings
 - (d) Letter of Credit
 - (e) Domestic vs. International Marketing Planning

Section—B

6. You are currently marketing your product(s) (consider any products of your choice) in your home country only. You now want to enter international markets.
- (a) What are the different modes of entry available to you ? Explain their relative advantages and disadvantages.
 - (b) How can you go about segmenting the international markets for your product(s) ?
 - (c) Explain, how you can use "country attractiveness/competitive strength" matrix to define the direction of growth of your organization.