

MANAGEMENT PROGRAMME

0

Term-End Examination

5
V)

December, 2012

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. Differentiate between the following:
 - (a) Ethnocentric and Geocentric Orientations.
 - (b) Customs Union and Common Market.
 - (c) Commercial Invoice and Proforma Invoice.
 - (d) Domestic Planning and International Planning.

2. (a) Enumerate the elements that make up culture. Why is an understanding of different cultures important to an international marketing manager?
 - (b) With the help of examples explain the alternative product-communication strategies available to an international marketer.

3.
 - (a) **What is containerization? Discuss the advantages offered by containerization in international logistics.**
 - (b) **Briefly explain the components of international advertising strategy. Discuss the advantages and disadvantages of standardization of international advertising programme of a Multinational Company.**

4. **Write short notes on *any three* of the following :**
 - (a) **Modes of entry into international markets.**
 - (b) **Bill of Lading.**
 - (c) **Transfer Pricing.**
 - (d) **Export Promotion Councils.**
 - (e) **International Product Life Cycle.**

SECTION-B

5. (a) Explain the basic steps in international marketing research process. Select an industrialized country and a least developed country and state how conducting marketing research would be different in the two ?
- (b) You have to export a machine from a manufacturing unit in Mumbai to London. Assuming that the export is by sea, explain the effects of terms of delivery on the price to be quoted. You may take hypothetical figures for various cost components.
-