

00653

MANAGEMENT PROGRAMME

Term-End Examination

December, 2018

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. (a) What do you understand by the term 'International Marketing' ? Explain the reasons for which firms enter international markets.
(b) A garment manufacturer presently operating in domestic market only wants to go international. Advise the organization regarding various options available to reach foreign markets.

2. Distinguish between the following giving suitable examples :
 - (a) 'Ethnocentric' and 'Polycentric' Orientations
 - (b) 'Free Trade Area' and 'Common Market'
 - (c) 'Ex-works' and 'F.O.B.'

3. (a) Your company is planning to expand its operations in international markets. What pre-investment measures would you undertake to manage political risk ?
- (b) "Conducting marketing research across different parts of the globe poses different issues and challenges". Do you agree with the statement ? Discuss with the help of examples.
4. Write short notes on **any three** of the following :
- (a) Transfer pricing
- (b) Deemed Exports
- (c) International Distribution Channels
- (d) Elements of international advertising strategy
- (e) Self Reference Criteria (SRC)

SECTION - B

5. (a) An international furniture company specializing in home furniture and currently operating in the U.S., now wants to enter Asian market. Propose and justify the ways in which the company can carry out market segmentation of the Asian market. Would you recommend product standardization or adaptation strategy to the company ? Justify your answer giving suitable examples.
- (b) What are the different parties in a letter of credit ? Explain the operation of a letter of credit.