

No. of Printed Pages : 3

MS-64

MANAGEMENT PROGRAMME (M. P.)

Term-End Examination

December, 2020

MS-64 : INTERNATIONAL MARKETING

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : *Attempt any **three** questions from Section A.*

Section B is compulsory. All questions carry equal marks.

Section—A

1. (a) What is international marketing ?
Differentiate between domestic and international marketing.
- (b) Explain the basic modes of entry available to a marketer for entering international markets.
2. (a) What do you understand by the term 'political risk' ? In your opinion is it country specific or firm specific or both.
Discuss.

- (b) Explain the different forms of 'regional economic groupings' giving suitable examples.
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 examples.
- (b) What is the effect of terms of delivery on the price to be quoted by an exporter ? Explain giving an example.
4. Write short notes on any *three* of the following :
- (a) Export Promotion Councils
 - (b) Elements of culture
 - (c) Bill of Lading
 - (d) Deemed exports
 - (e) International marketing control

Section—B

5. (a) What is the scope of international marketing research ? Select an industrialized country/region and a developing or underdeveloped

[3]

country/region of your choice and explain, how conducting marketing research in the two places would be different.

- (b) Taking a product of your choice, explain how you will go about the process of international market selection.