

MANAGEMENT PROGRAMME

Term-End Examination

December, 2022

MS-064 : 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) Discuss the nature and scope of International Marketing. What are the uncontrollable variables of International Marketing ? Discuss.
- (b) Explain the process of International Marketing. Explain by taking the example of a company wanting to export Handicrafts to Gulf countries.
2. (a) What are the cultural factors of importance to be studied by International Marketers ? How are cultural factors of importance in deciding the product to be exported ? Discuss with examples.

- (b) What are the Regional Economic Groupings ? Discuss their importance in International Marketing.

3. Differentiate between the following :

- (a) Certificate of Origin and GSP Certificate of Origin
- (b) Bill of Lading and Shipping Bill
- (c) D/P and D/A methods of Payment
- (d) FOB and CFR Incoterms

4. Write short notes on any *three* of the following :

- (a) Bases that can be used to segment International Markets
- (b) Steps involved in conducting International Marketing Research
- (c) Steps involved in participation of International Trade Fairs for promotion of products
- (d) International Product Strategies
- (e) Pricing Issues in International Marketing

SECTION B

Case Study

5. Suggest a suitable International Market entry strategy for the following : (Justify your answers)
- (a) Foreign Private Bank willing to enter Indian Market
 - (b) Swiss Wrist Watch Manufacturer willing to enter Indian Market
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