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MMPM-004

**MASTER OF BUSINESS
ADMINISTRATION (MBA)**

Term-End Examination

December, 2023

MMPM-004 : INTERNATIONAL MARKETING

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

Note : Answer any *three* questions from Section A.
Section B is compulsory. All questions carry
equal marks.

Section—A

1. (a) Differentiate between domestic and international marketing with examples.
(b) Discuss the reasons why countries join regional economic groupings.
2. (a) Explain the basic modes of entry available to a marketer for entering international markets.

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- (b) Explain the different forms of 'regional economic groupings' giving suitable examples.
3. (a) What do you understand by the term 'political risk' ? In your opinion, is it country-specific, firm-specific or both ? Discuss.
- (b) 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.
4. Write short notes on any *three* of the following :
- (a) Issues in International Pricing
- (b) Role of World Bank
- (c) International Physical Distribution Management
- (d) International Marketing Planning
- (e) Scope of International Marketing Research

Section—B

5. (a) "The advancement of technology has aided international business. Millions of people worldwide use the Internet to do everything from research to purchasing

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products online. The Internet is profoundly affecting almost all businesses. The various uses of the Internet by business entities include the ability to advertise, generate, or otherwise perform regular business functions. Therefore, many firms are embracing the Internet for many of their activities. One impact of e-commerce is to intensify competition and produce benefits for consumers through lower prices and more choices.” Do you agree with this statement ? Justify your answer by giving suitable examples.

- (b) Choose any product or service of your choice where use of the internet is playing a special role and explain what aspects of technology are being used in your chosen product or service business.