

No. of Printed Pages : 3

**MMPM-004**

**MASTER OF BUSINESS  
ADMINISTRATION (MBA)**

**Term-End Examination**

**June, 2023**

**MMPM-004 : INTERNATIONAL MARKETING**

*Time : 3 Hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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

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**Section—A**

1. (a) What are the reasons that encourage business firms to enter international markets ? Explain.  
  
(b) Using appropriate examples, describe the theories of absolute and relative advantage in international markets.

**P. T. O.**

2. (a) Why is it crucial for an international marketing manager to understand various cultures ? Explain.
- (b) “It can be argued that economics should take the lead in addressing the issue of sustainable development.” Comment on the statement and justify your answer with suitable examples.
3. (a) Discuss the role of internet-based technologies in international marketing.
- (b) What are the dominant elements of an integrated marketing plan for international marketing ?
4. Write short notes on any *three* of the following :
  - (a) International Marketing Research
  - (b) International IMC strategy
  - (c) Regional economic groupings
  - (d) Functions of IMF
  - (e) Pricing in International Markets

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**Section—B**

5. Consider any product of your choice and assume that you are currently marketing that product in your home country only. You now want to enter international markets.
- (a) What are the different modes of entry available to you ? Explain their relative advantages and disadvantages.
  - (b) How can you go about segmenting the international markets for your product(s) ?