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MS-064

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

June, 2023

MS-064 : INTERNATIONAL MARKETING

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

Note : (i) Attempt any **three** questions from Section A. Each question carries 20 marks.

(ii) Section B is compulsory and carries 40 marks.

Section–A

1. (a) Explain the difference between Global Marketing and Domestic Marketing.

P. T. O.

- (b) Write a note in brief about the institutional framework available for promotion of Exports from India.
2. Discuss the need to monitor global economic environment for an International Marketing Manager. What are regional economic groupings and their types ? Explain with examples.
 3. Write a note on Export-Import Policy of Government of India explaining the general provision regarding imports and exports. Discuss various promotional measures taken by the government for exports.
 4. Write short notes on any *three* of the following :
 - (a) Elements of Cost for Export Pricing
 - (b) Key concepts used in developing creative strategy for International Advertising Campaign.
 - (c) International Product Policy

- (d) Steps in International Marketing Research
- (e) Two strategies that can be used for country selection by International Marketing Manager.

Section—B

5. After doing MBA in International Marketing the student joined an Export House who were involved in Exporting Handicrafts from India to various countries. The said student namely Rahul after 5 years of experience in Export business decided to venture himself in Exports of Handicrafts from India. He was to take various decisions which are given below in the form of questions.

Answer these questions as if you were Rahul :

- (a) How to select the product and market with which to start the export business. Since handicrafts are fixed, so how Rahul should go for International Marketing Selection ?

- (b) What is the influence of cultural factors to decide the nature of Handicrafts to be exported ? How Rahul can do cultural analysis ?

- (c) What type of political risks are involved ? How to avoid these risks and what to do in terms of Insurance Coverage to take to get risks covered ?