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**MMPM-004**

**MASTER OF BUSINESS  
ADMINISTRATION (MBA)**

**Term-End Examination**

**June, 2024**

**MMPM-004 : INTERNATIONAL MARKETING**

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) Attempt any **three** questions from  
Section A. Section B is compulsory.

(ii) All questions carry equal marks.

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**Section-A**

1. (a) Differentiate between Domestic marketing and International marketing considering various marketing variables. Support your answer with suitable examples.

**P. T. O.**

- (b) What are some of the key challenges faced by an organisation while pursuing international marketing. 5
2. (a) Explain the influence of culture on business negotiations in international context.
- (b) How is WTO different from its predecessor GATT ? Has WTO lived upto its potential to promote international trade ? Explain.
3. (a) What are the areas in which companies are adopting technology in international market space to enhance customer experience and delight ? Discuss with the help of examples.
- (b) Discuss various tools of integrated marketing communication (IMC) in the context of international marketing. Support your answer with suitable examples.
4. Write short notes on any *three* of the following :
- (a) Modes of entry in international markets

- (b) Balance of payment
- (c) International advertising strategy
- (d) Theory of Relative advantage in International marketing
- (e) Role of Technology in International marketing

### **Section B**

5. A leading manufacture of energy drunk proposes to launch its brand in South-Asian region. You have been retained as its marketing consultant.
- (a) Briefly describe different communication tools you will recommend to promote the product. Will these be 'traditional' or 'non-traditional'.
  - (b) What will be the promised energy drink's competitive advantage ? Discuss its brand promise and positioning.