

No. of Printed Pages : 2

MS-064

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

June, 2024

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) What is International marketing and why companies go international ? Discuss.
(b) Explain any *three* theories of International Trade, with suitable examples.
2. Explain EPRG framework and give the implications of it.
3. (a) Enumerate and briefly explain the elements that make up culture.

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[2]

- (b) Explain the marketing mix indicators of culture using Edward T Hall's cultural framework. Give suitable example in support.
4. Write short notes on any *three* of the following :
- (a) INCO terms
 - (b) Types of regional economic grouping
 - (c) Promotional measures as mentioned in the export import policy of GOI.
 - (d) Operation of letter of credit (L/C)
 - (e) International Distribution channels

Section—B

(Case Study)

5. (a) A company is into Handloom business and wants to enter the middle east markets. How the company can perform country risk analysis ? Explain the process.
- (b) Propose International Distribution Channels for handloom export from Punjab to middle east markets.