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UNIT-IV

8. Distinguish between direct and indirect selling channel. Discuss the advantage and disadvantage of both the channels. 10
9. Discuss the role of international marketing communication in the international Marketing strategy of a company. 10

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Roll No. _____

MS-3142

M.B.A. (Marketing) (Fourth Semester)

Examination, 2015

International Marketing

[MBA (M)-042]

Time Allowed : Three Hours] [Maximum Marks : 70

Note : Attempt five Questions in all. Question No. 1 is compulsory and carrying 30 marks. Answer four more questions of 10 marks each from the remaining selecting one question from each Unit.

1. Write short notes on the following: $3 \times 10 = 30$
- (a) Selling Concepts Vs Marketing Concepts
 - (b) Competitive advantage
 - (c) International Marketing Vs Global Marketing.

(2)

- (d) EPRG orientation of firms
- (e) Indirect Exploiting
- (f) Product perception in International Market
- (g) Promotion Mix
- (h) Strategic approach in International Marketing
- (i) Entry barriers in international marketing
- (j) Difference between MNC and transnational Company.

UNIT- I

- 2. Do you think that Indian companies have adequately responded to changes in domestic and internal environments and have carried out necessary modifications in their international marketing strategies ? Discuss. 10
- 3. Discuss the importance of international marketing environment. What are the components of international marketing environment? 10

MS-3142

(3)

UNIT-II

- 4. A company wants to enter into international markets. The company decided to involve another company in the foreign country. State the mode of entry where the scope for involvement of a foreign company is possible. Explain those modes and critically evaluate and state in which situation each of them is suitable. 10

- 5. Describe the phases of the international product life cycle. How it helps to planning of products in international marketing ? 10

UNIT-III

- 6. Discuss the export promotion measures in India. Do you think that India should rethink about the existing measures ? Suggest new initiatives. 10
- 7. Explain the significance of international marketing research in today's globalised market.

10

MS-3142

P.T.O.