Name : ....

Roll No. : ....

Invigilator's Signature : ....

CS/MBA(NEW)/SEM-4(FT)/MM-404/2010
2010
INTERNATIONAL MARKETING

Time Allotted : 3 Hours   Full Marks : 70

The figures in the margin indicate full marks.

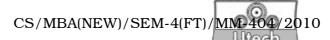*Candidates are required to give their answers in their own words as far as practicable.*

GROUP – A
(Multiple Choice Type Questions)

1. Choose the correct alternatives for any *ten* of the following :

                                                    10 × 1 = 10

    i)   In International Marketing, marketing orientation is

        a)   regiocentric   b)   geocentric

        c)   ethnocentric   d)   polycentric.

    ii)   Global Marketing with local focus may be termed as

        a)   International   b)   Multinational

        c)   Export   d)   Glocal.

    iii)   Marketing complexity with time is highest in case of .... marketing.

        a)   International   b)   Multinational

        c)   Export   d)   Glocal.

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iv) Marketing complexity with time is lowest in case of .... marketing.

a) International   b) Multinational

c) Domestic   d) Glocal.

v) Country of Origin impact favours product .... in International Marketing.

a) Standardization   b) Adaptation

c) Formulation   d) Innovation.

vi) Government regulations favour Product .... in International Marketing.

a) Standardization   b) Adaptation

c) Formulation   d) Innovation.

vii) When a product is simultaneously launched in various countries, it is called .... approach.

a) Waterfall   b) Sprinkler

c) New product launch   d) Product introduction.

viii) Market attractiveness is influenced by all of the following *except*

a) geography

b) income and population

c) climate

d) the strategic position of the company.

ix) The North American Free Trade Agreement (NAFTA)

a) links Brazilian markets to Canadian markets

b) is the only trade organization, Mexico currently belongs to

c) does not eliminate tariffs among participating nations

d) will more than likely eventually expand to include South American countries.

x) The method of entering a foreign market that involves the least amount of commitment and risk is

    a) direct exporting   b) indirect exporting

    c) franchising   d) licensing.

xi) The German car manufacturer, Mercedes-Benz, has built a plant in Vance, Alabama, where it manufactures its M-class sports utility vehicles. This is an example of

    a) a joint venture   b) direct investment

    c) franchising   d) licensing.

xii) The ………….. process is the term used to describe the evolution from exporting to direct investment.

    a) glocalization   b) internationalization

    c) nationalization   d) multinationalization.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.   3 × 5 = 15

2. Discuss the different entry methods.

3. Examine the various functions performed by the WTO.

4. Write a note on Dumping.

5. What do you mean by the waterfall approach of new product launching ?

6. Differentiate between Domestic Marketing and International Marketing.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. 3 × 15 = 45

7. What product policy options do you suggest to an Indian passenger car company exploring new markets abroad ?

8. a) Distinguish between International licensing and international franchising with suitable examples.

   b) How do foreign governments encourage foreign investment ? Discuss. 6 + 9

9. a) Operating in international markets is much more complex than marketing domestically. Discuss.

   b) What is the difference between the principles of Absolute Advantage and Relative Advantage in the context of international trade ? Explain. 6 + 9

10. a) What are the different pricing approaches a firm should consider before selling its product in the international market ?

    b) What are the major responsibilities of the IMF ? 9 + 6

11. Write short notes on any *three* of the following : 3 × 5

    a) Factor endowment theory

    b) Exchange rate

    c) ASEAN

    d) EPRG Framework

    e) Country of origin effect.

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