

2018

MBA

3rd Semester Examination

INTERNATIONAL MARKETING

(Specialisation : Marketing Management)

PAPER—M-308

Full Marks : 100

Time : 3 Hours

The figures in the right-hand margin indicate full marks.

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

Illustrate the answers wherever necessary.

1. Answer any *eight* questions : 8×5

- (a) What are the deciding factors of which market to enter for an international firm ?

(Turn Over)

- (b) State the advantages of 'Product Standardisation'.
- (c) Why tariff is more preferred than quota as an instrument of trade restriction ?
- (d) Distinguish between joint venture and strategic alliance.
- (e) What do you mean by 'self-reference criterion' ?
- (f) Write any two arguments for trade restriction policy adopted in India.
- (g) What is contract manufacturing ? Explain with example.
- (h) What do you mean by 'trade block' ? Write any two challenges of trade block in world economy.
- (i) Why dumping is harmful for an economy ?
- (j) How 'media strategy' is designed for a promotional campaign of an MNC ?

- (k) What are the important factors of international distribution logistics.
- (l) What is incoterms ? Explain with examples.

2. Answer any *four* questions :

4×10

- (a) Draw an outline of EPRG framework in international marketing approach.
- (b) Elucidate the emerging challenges and opportunities of MNCs operating in developing countries.
- (c) Explain with example the Ricardian theory of comparative advantage.
- (d) What is Pricing ? What are the determinants of pricing in international market ? Explain with example.
- (e) Explain international product life cycle theory with suitable models.

(f) Write short notes on any two :

2×5

- (i) World Bank
- (ii) IMF
- (iii) GATT

[Internal Assessment : 20 Marks]
