

2012

**MASTER OF BUSINESS ADMINISTRATION**

**[ Fourth Semester Examination ]**

**INTERNATIONAL MARKETING**

**( Specialisation : *Marketing Management* )**

**PAPER—M 404**

***Full Marks : 100***

***Time : 3 hours***

*The figures in the right-hand margin indicate marks*

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

*Illustrate the answers wherever necessary*

**Write the answers to questions of each Half  
in separate books**

*( Turn Over )*

FIRST HALF

[ Marks : 50 ]

1. Answer any *four* of the following : 5 × 4

- (a) Distinguish between 'Multinational' and 'Transnational' company with suitable example.
- (b) Discuss with example the market coverage strategies in international markets.
- (c) State the effects of economic environment in international marketing.
- (d) Describe the important roles of channel members in international distribution.
- (e) Schematically explain the EPRG frame work in international marketing context.
- (f) Write a note on "Price Escalation".

2. Answer any *two* of the following : 10 × 2

- (a) Explain briefly with example the various methods of internationalization. According to you which is the best method and why ? 7 + 3

- (b) Discuss the major factors that are involved in adoption of product in international markets. 10
- (c) Explain the important methods of international pricing and state the major stages in selecting international prices. 5 + 5

[ *Internal Assessment* : 10 Marks ]

SECOND HALF

[ *Marks* : 50 ]

3. Answer any *four* of the following: 5 × 4
- (a) Discuss with hypothetical example the theory of 'Absolute advantage'.
- (b) Why an MNCs go global ?
- (c) Discuss the important functions of International Monetary Fund.
- (d) State the basic assumptions of H-O formulation.
- (e) Explain the concept of 'Gain from Trade' with suitable example.
- (f) Write a short note on "Anti-dumping".

4. Answer any *two* of the following : 10 x 2

- (a) Explain with example the various documents that are essentials for exporting goods and services in global markets.
- (b) Distinguish between GATT and WTO. With reference to development of international business mention the important roles of IBRD.
- (c) What do you mean by FDI ? Mention the major factors that are affecting international investment.

[ *Internal Assessment* : 10 Marks ]

---