Sub Code:MAMIB01

Paper Id: 293729 Roll No:

MAM
(SEM-VII) THEORY EXAMINATION 2019-20
INTERNATIONAL MARKETING

Time: 3 Hours *Total Marks: 100*

Note: Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 10 = 20

a. Differentiate between Global Marketing and International Marketing
b. Write any four scope of International Marketing for any company who is interested for going Global.
c. Write International Positioning Strategies.
d. How do you scan opportunity in International Market?
e. What are the elements of culture in International Marketing?
f. How to do segmentation in International Marketing?
g. Define e-tailing.
h. What is the importance of internet in International Promotional Strategies?
i. Differentiate Licensing and Franchising.
j. Differentiate between Skimming and Penetrative Pricing Strategies.

SECTION B

2. Attempt any *three* of the following: 10x3=30

a. Explain the concept of International Marketing with the help of EPRG framework.
b. Describe the International Marketing Research Process.
c. What are the special considerations in packaging and labeling in international marketing?
d. Explain various steps involved in the international marketing process.
e. Explain legal system and its impact on International Marketing Companies.

SECTION C

3. Attempt any *one* part of the following: 10x1=10

a. Do you think that Indian companies have adequately responded to changes in domestic and external environments and carried out necessary modifications in their international marketing strategies? Explain in detail.
b. Differentiate Domestic Marketing with International Marketing.

4. Attempt any *one* part of the following: 10x1=10

a. Discuss different methods of collecting primary data in international marketing research. Explain their merits and limitations.
b. Briefly describe each type of International entry mode, from exporting to wholly owned subsidiary and address the risks and controls characterizing each entry mode.

5. Attempt any *one* part of the following: 10x1=10

a. What is international product life cycle? Describe the phases of international product life cycle. How does it help in the planning of the product?
b. Write short notes on –
   (i) Product Standardization v/s Product Adaptation
   (ii) Advantages and Disadvantages of Various Branding Strategies

6. Attempt any *one* part of the following: 10x1=10

a. Describe various pricing approaches used in International market
b. Explain the following –
   (i) Dumping and Price Distortion (ii) Counter Trade.

7. Attempt any *one* part of the following: 10x1=10

a. Describe how media formats, features, and trends differ around the world?
b. Explain e-marketing. Why e-marketing is becoming so important today? Explain.

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