

Roll No.

Exam Code : J-19

Subject Code—0318

M.B.A. EXAMINATION

(Batch 2018 Onwards for Lateral Entry)

(Fourth Semester)

INTERNATIONAL MARKETING (COMMON
WITH P.G. DIPLOMA IN INTERNATIONAL
BUSINESS AND P.G. DIPLOMA IN
MARKETING MANAGEMENT)

MM-410/IB-417/PGDIB-106/PGDMM-105

Time : 3 Hours

Maximum Marks : 70

Note : Q. No. 1 is compulsory. Attempt *four* more questions, selecting *one* question from each from all the four Units.

1. Write short notes on the following :

- (i) International trade vs. International Marketing

(2-70-8-0519) J-0318

P.T.O.

- (ii) Economic Communities
- (iii) Commodity agreements
- (iv) ECGC
- (v) Export quotations
- (vi) International product life-cycle
- (vii) Marketing of turn key projects.

Unit I

2. Define International Marketing. What challenges a company faces when it goes global ? What role world Bank has played in streamlining and promoting world trade ?
3. (a) Discuss economic environment of international marketing.
(b) What are Free Trade Zones ? What are their special features ?

Unit II

4. What are different constraints on international marketing ? How such constraints can be addressed ?

J-0318

2

5. What are the trends in India's share in world trade ? What strategies India can adopt to increase its share ?

Unit III

6. Write a detailed note on India's EXIM Policy. What kind of institutional infrastructure is in place in India ?
7. What kind of procedures and documents are involved in exporting ? What are different instruments of payment ?

Unit IV

8. Describe different product strategies that are available to global marketers. Under what conditions, a single product strategy is best for different overseas markets ?
9. (a) What factors have to be considered while designing international distribution strategies ?
(b) What is a joint venture ? What are advantages of entering into a joint venture ?

(2-70-9-0519) **J-0318**

3

150