

USN

--	--	--	--	--	--	--	--	--	--

16/17MBAMM406

Fourth Semester MBA Degree Examination, Aug./Sept. 2020 International Marketing Management

Time: 3 hrs.

Max. Marks:80

**Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.**

- | | | |
|----------|---|------------|
| 1 | a. Define international marketing. | (02 Marks) |
| | b. Explain the factors affecting choice of channels. | (06 Marks) |
| | c. Explain the entry modes to international marketing. | (08 Marks) |
| 2 | a. What are the important of international marketing? | (02 Marks) |
| | b. What are the differences between domestic market and global market? | (06 Marks) |
| | c. Explain the factors influencing on international pricing. | (08 Marks) |
| 3 | a. Name the types of distribution channels. | (02 Marks) |
| | b. Write a note on H-O theorem. | (06 Marks) |
| | c. Explain the stages in new product development process. | (08 Marks) |
| 4 | a. What is customs duty? | (02 Marks) |
| | b. Explain Export – Import process in detail. | (06 Marks) |
| | c. Explain in detail, the international product life cycle. | (08 Marks) |
| 5 | a. What are the components of product? | (02 Marks) |
| | b. Explain the stages in overseas market selection process. | (06 Marks) |
| | c. Explain the Elevation of international marketing performance. | (08 Marks) |
| 6 | a. Write a note on INCO TERMS. | (02 Marks) |
| | b. Explain the problems in analyzing to interpreting research information in international marketing. | (06 Marks) |
| | c. Explain the framework for international marketing planning. | (08 Marks) |
| 7 | a. Define global logistics. | (02 Marks) |
| | b. Explain the issues in international distribution system. | (06 Marks) |
| | c. Write a note on institutional framework for exports in India. | (08 Marks) |

8 CASE STUDY [Compulsory]

Many marketers now believe that teenagers are becoming ‘Global consumers’ that is teenager around the world are increasingly changing this consumption pattern of purchasing pattern that too in developing countries.

Critically evaluate the following questions.

Questions :

- | | | |
|----|---|------------|
| a. | Explain how macro environmental factors influence the teenager Global consumers. | (08 Marks) |
| b. | How a company can redefine the target market with its product rises strategies in international market. | (08 Marks) |

* * * * *

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg. 42+8 = 50, will be treated as malpractice.