

Code: 21E00402b

MBA IV Semester Regular & Supplementary Examinations May 2024

INTERNATIONAL MARKETING

(Master of Business Administration)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: 05 X 10 = 50 Marks)

- 1 (a) What are the various objectives of International Marketing? 5M
(b) Explain the significance of international marketing. 5M
- OR**
- 2 (a) State the reasons that encourage business firms to enter international markets? Explain. 5M
(b) What do you understand by international marketing environment? 5M
- 3 (a) List out the modes of foreign market entry in detail. 5M
(b) Give a short note on direct marketing. 5M
- OR**
- 4 (a) Explain the reasons for mergers and acquisitions. 5M
(b) Define direct exporting. List out the advantages and disadvantages. 5M
- 5 (a) How does international PLC help to the planning of the product? Discuss. 5M
(b) Why is it crucial for an international marketing manager to understand various cultures? Explain. 5M
- OR**
- 6 (a) Explain the concept of international product positioning. 5M
(b) Evaluate the advantages and disadvantages of various international branding strategies. 5M
- 7 (a) Outline the factors effecting choice of channels in international marketing. 5M
(b) Explain the various approaches of export channel strategy. 5M
- OR**
- 8 (a) Distinguish between direct distribution system and indirect distribution system. 5M
(b) Elucidate the concept of grey market goods. 5M
- 9 (a) Explain the meaning and features of export marketing. 5M
(b) List out the objectives and functions of EXIM policy. 5M
- OR**
- 10 (a) Illustrate motivations for export marketing. 5M
(b) Describe the determining factors of export pricing. 5M

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study/Problem:** 10M
A renowned food chain in India willing to enter Australia markets. As an expert in marketing suggest the following:
(i) Mode of entry. Justify
(ii) Suitable marketing mix plan.
