

MBA 4th Sem

Total No. of printed pages = 5

BA 13240E2

Roll No. of candidate

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2017

MBA 4th Semester End-Term Examination

**INTERNATIONAL MARKETING
AND TRADE**

Full Marks-100 Pass Marks-35 Time-Three hours

The figures in the margin indicate full marks
for the questions.

GROUP - A

1. Answer any six from the following : $6 \times 5 = 30$

(i) 'Operating in international markets is much more complex than marketing domestically.' Critically evaluate the statement with suitable examples.

(ii) Identify the various reasons for a firm to enter international markets.

(iii) As a first time exporter of wooden handicrafts from India, evaluate the various modes of entry available for entering into foreign markets. Which mode of entry would you prefer and why ?

[Turn over

(iv) Distinguish between 'waterfall' and 'sprinkler' strategies for launching new products in international markets. Identify the strengths and weaknesses of these approaches.

(v) Outline the institutional set up for export promotion in India.

(vi) Evaluate the factors influencing international pricing decisions.

(vii) Briefly describe the trends in world trade. Explain the reasons for such changes.

(viii) Explain the operational mechanism of export factoring. Also, mention its benefits to the exporters.

GROUP - B

2. Answer any four from the following : $4 \times 10 = 40$

(i) (a) "Markets with geographic proximity are not always the most preferred markets." Examine the statement critically and give suitable examples. 5

(b) Explain segmentation of international markets on the basis of marketing opportunities. 5

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(2)

(ii) (a) "Selection of a market entry mode is the key decision companies have to take while expanding into overseas markets because it involves risk and a certain level of control." – Do you agree? Substantiate your answer with suitable examples. 5

(b) "An international marketer has to find out a trade-off between standardized and customized product as it is difficult to evolve a global product." – Do you agree with the above statement? Justify with suitable examples. 5

(iii) "Documentation is a crucial activity of an export transaction." – Examine the statement critically. Also, discuss the consequences of incomplete documentation. 5+5=10

(iv) Explain the concept of transfer pricing. How do firms use it as a tool to circumvent statutory provisions of the countries of their operation? 5+5=10

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(3)

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(v) (a) Explain the criteria for selection of distributors in international markets. 5

(b) Examine the various tools of international marketing communication mix. 5

(vi) Write short notes on any two : $2 \times 5 = 10$

(a) Functions and structure of WTO

(b) Dumping

(c) Forfeiting.

GROUP - C

3. Answer any two from the following : $2 \times 15 = 30$

(i) (a) How does an understanding of culture help an international market? 5

(b) Some say, the global environment is a global issue rather than a national one. What does this mean? Discuss. 5

(c) "A crucial fact when doing business in a foreign country is that permission to conduct business is controlled by the government of the host country." - Discuss. 5

(ii) (a) Critically evaluate various product promotion strategies in international markets with suitable examples. 5

(b) "CDI and BDI are the most widely applied tools for determining international branding strategy." - Illustrate. 5

(c) Identify some of the ethical issues in international marketing. 5

(iii) (a) "Access to adequate export finance at competitive rates is crucial for the successful completion of an export transaction." - Explain the significance of this statement. 5

(b) Describe various types of transit risks involved in international trade. 5

(c) Explain the concept of EPRG model in the evolution of global marketing with the help of suitable examples. 5

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