

**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.