

Printed Pages : 4

MBAIB-01

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7129

Roll No.

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M.B.A.

(Semester-III) Theory Examination, 2011-12

INTERNATIONAL MARKETING

Time : 3 Hours]

[Total Marks : 100

Note: Answer questions from each Section as per directions.

**Section-A**

Attempt *all* parts in 50 to 75 words. All parts carry equal marks.

2×10=20

1. (i) Define 'Risk of Confiscation' in International Marketing.
- (ii) Differentiate Licensing and Franchising.
- (iii) Differentiate Exports with International Marketing.
- (iv) Differentiate Management Contracting with Contract Manufacturing.
- (v) What is Counter trade ?
- (vi) Define price distortion.
- (vii) What is MFN status ?

- (viii) Explain Export Drop Shipper.
- (ix) What is Letter of Credit?
- (x) What is the role of WTO?

### Section-B

Answer any *three* out of 5 parts given below in 100 to 200 words. 10×3=30

2. (a) What do you mean by International Marketing? What are the advantages associated with International Marketing?
- (b) What do you understand by Joint Venture? How do you rate joint venture as a foreign market entry strategy?
- (c) Explain the different kinds of channel partner options available before an international marketer.
- (d) How is branding different in international market than in domestic market?
- (e) How does price standardization contribute to international marketing?

### Section-C

Answer *all* questions in 300 to 500 words. All questions carry equal marks.  $10 \times 5 = 50$

3. Going for International Marketing poses several risks before the company. Explain the risks and also how can those risks be managed.

*Or*

Define Culture and discuss its impact on International Marketing.

4. Explain legal system and its impact on International Marketing Companies.

*Or*

International Marketing starts with international marketing research. Explain the process of international marketing research.

5. What special care is required in planning products for international marketing? Explain with example.

*Or*

Explain the concept of Transfer Pricing. Where and why is this used?

6. What role does price play in International Marketing ?  
Why is price determination so critical here ?

*Or*

How is international sales negotiations done ? Explain  
with suitable illustration.

7. Write short notes on any two of the following :
- (i) Turnkey Operations
  - (ii) International Physical Distribution
  - (iii) Patterns of Global Advertising.

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