

[Total No. of Questions - 10] [Total No. of Printed Pages - 2]  
(2063)

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M.B.A. 3rd Semester Examination

International Marketing

IB-01

Time : 3 Hours

Max. Marks : 60

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary continuation sheet will be issued.*

**Note :** Attempt five questions in all, selecting one question from each unit. Each question carries 12 marks.

**UNIT - 1**

1. The orientation of an organization's employees affects its ability to adapt to environments in foreign markets. In this context, discuss the EPRG concept. Give relevant examples to support your answer. (12)

**OR**

2. The risks of going global could be high, on what basis do organizations evaluate foreign markets before they decide to enter them? (12)

**UNIT - 2**

3. Exports to other countries can be done directly or indirectly by organizations. On what basis do the companies on one of modes? Also explain the advantages of franchising in the international context with suitable examples. (12)

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**OR**

4. The political, cultural and economic environment of target foreign market makes a big difference while being approached by multinational companies. Discuss this statement in the context of companies investing in India. (12)

**UNIT - 3**

5. Making suitable changes in the product in response to the needs of target foreign market is necessary. Do you agree? If so, why? Give examples of companies who do so. (12)

**OR**

6. Marketing communication is not just advertisement. Elaborate on this and explain how companies decide on the tools of marketing communication in the international context. (12)

**UNIT - 4**

7. Does purchasing power of a foreign market affect the pricing decisions of a company? Do other factors also influence such decisions? Analyze the influence of these factors by taking a particular example. (12)

**OR**

8. Full cost pricing is the most common pricing approach used by exporters. Do you agree with the statement? Explain this approach and compare with the other approaches of pricing. (12)

**UNIT - 5**

9. Which channels are used in international distribution? Explain with relevant examples. Why do some companies prefer direct channels while others go for indirect channels? **(12)**

**OR**

10. Logistics support is the key to international business. What are the various elements of logistics and how are they managed by companies in such businesses? Support through examples. **(12)**