

Paper Code: (MBA IB 01)

Roll no.

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**MBA**  
**(SEMESTER III) ODD SEMESTER EXAMINATION 2015 – 16**  
**INTERNATIONAL MARKETING**

[TIME: 3hrs]

[Max. Marks: 100]

*Note – Attempt all Questions. All Questions carry equal marks:-*

**Q.1. Attempt any four parts of the following:**

[5 X 4 = 20]

- (a) What is Free Trade Zone?
- (b) Explain: (a) Bill of Exchange and (b) Bankers' Acceptance?
- (c) Distinguish between Ethnocentricity & Polycentricity?
- (d) Define the process of Internationalisation?
- (e) Explain how exchange rate and inflation affect the way you price your product.
- (f) Explain (in the international context) how these product attributes affect product adoption: relative advantage, compatibility, trainability/divisibility, observability, complexity and price?

**Q.2. Attempt any four parts of the following:**

[5 X 4 = 20]

- (a) Distinguish among Patent, Trademark & Copyright?
- (b) What methods can be used to compute a transfer price (for transactions between affiliated companies)?
- (c) What is GSP?
- (d) Offer the arguments for each of the three schools of thought: standardization, individualization and compromise?
- (e) Define the MIS?
- (f) Write down various Advantages and disadvantages of International Marketing?

**Q.3. Attempt any two parts of the following:**

[10 X 2 = 20]

- (a) What are the benefits of International marketing?
- (b) Differentiate between Domestic Marketing vs. International Marketing?
- (c) Describe the multiplicity of the legal environments?

**Q.4. Attempt any two parts of the following:**

[10 X 2 = 20]

- (a) Define the Marketing Research by an organisational point of view?
- (b) Write down some Foreign Market of Entry Strategies?
- (c) What is the WTO? What is its purpose?

**Q.5. Attempt any two parts of the following:**

[10 X 2 = 20]

- (a) Is there any empirical evidence supporting standardized advertising (or its homogeneity assumption)?
- (b) To protect itself, how should a marketer price its product in a country with high inflation?
- (c) Explain how the legal environment can have an impact on an MNC's marketing mix for a product?