



PG – 933

IV Semester M.B.A. Degree Examination, July 2016
(CBCS)
MANAGEMENT
4.3.2 : International Marketing Strategy

Time : 3 Hours

Max. Marks : 70

Instruction : Answer all Sections.

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks. (5×5=25)

1. Briefly explain factor endowment and comparative cost theory of trade.
2. How do cultural and social factors affect International Marketing ? Explain.
3. Enumerate the various factors to be considered while designing a product for the international market.
4. What are the advantages and limitations of indirect exporting ?
5. What is new product development in Global markets ? What are the stages in the NPD ?
6. What should be the basis of pricing in a developing country like India ? Why ?
7. Elucidate the significance of Bill of Lading, Shipping bill and Bill of exchange in the documentation procedure.

SECTION – B

Answer **any three** questions. **Each** question carries **ten** marks. (3×10=30)

8. Explain the factors preventing firms from engaging in successful international ventures.
9. Explain the strategies to be employed by global company on its product planning and promotion.

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10. Discuss in detail the international marketing research process.
11. Is the concept of Product Life Cycle of any utility for an international market? If so, how can knowledge of changes in PLC be used by international marketers in developing their product market strategies?

SECTION - C

Case Study :

(1×15=15)

12. You have been appointed as Export Manager of a company manufacturing and marketing readymade garments. You have been asked by your Managing Director to locate a few foreign markets holding export prospects for readymade garments made by your company. Prepare a work plan clearly indicating the steps you would like to take for the purpose.