

Code: 17E00408

MBA IV Semester Regular Examinations May 2019

INTERNATIONAL MARKETING

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: (05 X 10 = 50 Marks)

- 1 Explain the difference between ethnocentric polycentric, regiocentric and geocentric management orientations.

OR

- 2 Describe the growing importance of international marketing with few examples.
- 3 Discuss the advantages and disadvantages of using licensing as a market entry strategy. Give examples.
- 4 Discuss different market entry strategies.
- 5 Identify a successful global brand. Write the reasons for the success of the brand you identified.

OR

- 6 How can the understanding of culture help global marketers?
- 7 Explain different marketing channel alternatives for consumer products.
- 8 Explain the different factors that affect the choice of marketing channels.
- 9 Write in detail on the export procedures and documentations to be undertaken by the organization.
- 10 In preparing a quotation, the exporter must be careful to take into account and include export related costs? Explain.

OR

SECTION – B

(Compulsory question, 01 X 10 = 10 Marks)

- 11 **Case Study:**
Explain the impact of exim policy on foreign trade.
