

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 :

(1x15=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.