

Roll No.

12768

**MBA 2 Yr. 4th Semester
New Scheme 2019-20
Examination – July, 2022**

INTERNATIONAL MARKETING MANAGEMENT

Paper : 20IMG24G11

Time : Three hours]

[Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : This paper consists of two sections (Section A and B). Section A is *compulsory* and carrying questions of two marks each and Section B consist eight questions. The students shall be required to attempt *four* questions from section B selecting *one* question from each unit. All questions carry equal marks.

SECTION – A

1. Write short notes on :

- (a) Define MNC
- (b) Importance of sales promotion in foreign trade

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- (c) Cultural environment
- (d) What is EXIM policy ?
- (e) Product planning for global market
- (f) Packaging and labeling of international product
- (g) Market research
- (h) Types of channels

SECTION – B

UNIT – I

2. Describe concept and benefits of international marketing. Discuss the difference between international and domestic marketing.
3. "EPRG framework is a useful tool to understand an organizational attitude towards international marketing". Justify the statement with explaining EPRG model.

UNIT – II

4. How financial and monetary environment of a country influence international business. Explain with suitable examples.
5. Write a detail note on Indian trade policy. Also discuss about the recent transit in India's foreign trade.

UNIT – III

6. State the significance of international pricing policy. Discuss various environmental factors that influence pricing decisions.
7. Explain the concept of international advertising. Discuss all the complexities and issues face by an international organization in promotion decisions.

UNIT – IV

8. What are the essentials of effective decisions regarding selecting distribution channels ? Also discuss how to select a foreign distributor and manage relation with them.
9. Write notes on :
 - (a) Joint ventures
 - (b) Multinationals Exports Finance