

- (b) Differentiate between expropriation and domestication.
- (c) Local Brands and Global Brands
- (d) Strategic Alliances/ Joint Ventures
- (e) Global company v/s a Multinational company
- (f) EXIM Bank
- (g) Components of Promotion Mix
- (h) Company's supply chain

SECTION – B

UNIT – I

2. Explain the reasons for firms/ manufacturers/ service providers for taking to international marketing. Differentiate between international marketing vis-a-vis domestic marketing.
3. What is the EPRG model ? Point out the differences between the polycentric and geocentric approaches of a firm.

UNIT – II

4. Discuss the important cultural, political, financial and other environmental issues in international business. How some of these issues are used as business barriers against developing nations ?
5. State the major highlights the latest EXIM (export and import) policy of the Government of India. How it helps in stimulating the India's foreign Trade.

12768- (P-3)(Q-9)(23) (2)

UNIT – III

6. "Product adaptation and product standardization are two basic approaches for export product planning". Discuss the relative merits and demerits of each of the available options.
7. Discuss the main elements of price structure for exports. Distinguish between Marginal cost pricing and Cost plus pricing.

UNIT – IV

8. Briefly discuss the various components of international logistics. What are the various decisions need to be taken regarding international logistics in international marketing ?
9. Write short notes on :
 - (a) Consular invoice
 - (b) Parties to a letter of credit
 - (c) Bill of lading
 - (d) Bill of exchange

12768- (P-3)(Q-9)(23) (3)

Roll No.

12768

**MBA 2 Yr. 4th Semester New Scheme
2019-20**

Examination – May, 2023

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: The question paper is divided in *two* Sections. **Section-A** comprising *eight* short answer type questions, which are *compulsory*. **Section-B** comprising *eight* questions (*two* questions from each unit). The students are required to attempt *four* questions selecting *one* question from each Unit. All questions will carry equal marks.

SECTION – A

1. Write short notes on the following :

- (a) Service export and import

12768-450-(P-3)(Q-9)(23)

P. T. O.