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Total No. of Pages: 02

Total No. of Questions: 10

MBA (IB) (Sem. – 3)
INTERNATIONAL MARKETING
Subject Code: MBAIB-303-18
M Code: 77003
Date of Examination : 16-12-2022

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. SECTION-A is COMPULSORY consisting of EIGHT questions carrying TWO marks each.
2. SECTIONS-B consists of FOUR Sub-sections : Units-I, II, III & IV. Student has to attempt any ONE question from each Sub-section carrying EIGHT marks each.
3. SECTION-C is COMPULSORY carrying TWELVE marks.

SECTION-A

1. Write briefly:
 - a) What are advantages of international marketing?
 - b) What are the challenges in conducting international research?
 - c) What factors should be considered while labeling for international markets?
 - d) What do you mean by global warranties?
 - e) What is meant by international logistics?
 - f) Highlight importance of public relations for international markets.
 - g) Highlight advantages of offering global warranty?
 - h) What are features of mergers and acquisition

SECTION-B
UNIT-I

2. Why is it important to analyse global opportunities for a business enterprise? Explain.
3. Outline the challenges encountered in conducting international marketing research.

UNIT-II

4. Recommend stages in developing a global product line, with illustrations.
5. What factors should be considered while deciding about pricing for international markets? Explain alternative pricing methods.

UNIT-III

6. Outline functions performed by various intermediaries commonly used in global distribution system
7. Outline salient features of a good global media strategy, with illustrations.

UNIT-IV

8. Critically examine relative advantages and disadvantages of alternative modes of international market entry strategies, with examples.
9. Explain distinctive features of alternative types of global marketing organizational structures, commonly used.

SECTION -C

10. Read the following case and answer the questions given below the case:

Case Analysis

Kudos International has been in the business of manufacturing health drinks in US. It has been a leading brand in Europe also. It is now planning to enter into India. It has hired you as its consultant for deciding about international marketing efforts in India.

- a) What market entry strategy you would recommend to Kudos international for entry into Indian markets. Give reasons in support of your recommendation. (6)
- b) What are the alternative pricing strategies you would recommend for the health drink? Explain with suitable illustrations. (6)

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.