

No. of Printed Pages : 03

Roll No.

HH-494

M. B. A. EXAMINATION, May 2017

(Eighth Semester)

(5 Years Integrated)

(Main & Re-appear)

MBI-MM-03

INTERNATIONAL MARKETING

Time : 3 Hours]

[Maximum Marks : 70

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

Note : Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

(3-21/3) M-HH-494

P.T.O.

Unit I

1. What are the main differences between global marketing and marketing in the domestic context and how an SME can capitalize the global market opportunities and overcome the challenges. **14**
2. Discuss the driving and restraining forces that affecting the global integration and global marketing. **14**

Unit II

3. Do you think that cultural difference between nations are more or less important than cultural variations within nations ? Under what circumstances is each important ? **14**
4. Explain the factors which influence the international market selection process. **14**

Unit III

5. Assume you are deciding to “go international”. Outline the steps you would take to help you decide on a product line. **14**
6. What role do service, replacement parts, and standards play in competition in foreign marketing ? Illustrate. **14**

Unit IV

7. What is sales promotion and how is it used in international marketing ? **14**
8. (a) International logistics decisions. **7**
(b) Multinationals exports finance. **7**