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Roll No.

HH494

B.M.S./M.B.A. EXAMINATION, May 2019

(Eighth Semester)

(B. Scheme) (Main & Re-appear)

MBIMM03

INTERNATIONAL MARKETING

BMS-MBA (5 year Integrated)

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.

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P.T.O.

Unit I

1. “International marketing is nothing but domestic marketing extended to foreign countries.” Do you agree with this statement ? Elaborate your viewpoint with the help of suitable examples.
2. Discuss in detail the Ethnocentric, Polycentric, Region Centric and Geocentric (EPRG) Framework in International Marketing.

Unit II

3. What do you mean by International Marketing Environment ? Briefly explain various components of international marketing environment.
4. As a first time exporter of wooden handicrafts from India, evaluate various modes of entry available for entering into foreign market. Which mode of entry would you prefer and why ?

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Unit III

5. (a) Why should international marketers consider segmentation as an important marketing decision ?
(b) What are the special considerations in making the packaging decisions of products for international marketing ?
6. Describe the distinct factors governing the pricing decisions in international marketing.

Unit IV

7. What are the main channels of distribution used in export markets ? Which one would you recommend for the product of a small manufacturer and why ?
8. (a) Briefly describe various stages involved in the processing of an export order.
(b) Explain in brief the contents and significance of (i) Bill of Lading and (ii) Letter of Credit.

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