

HH494

B.M.S.-M.B.A. EXAMINATION, 2020

(5 Year Integrated)

(Eighth Semester)

(B Scheme)

(Main & Re-appear)

BMS-MBA

MBIMM03

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.

Unit I

1. "Operating in international markets is much more complex than marketing domestically." Critically evaluate the statement with suitable examples.
2. What are the key challenges to marketers going international ? How do international marketers assess the marketing opportunities ?

Unit II

3. Why is it more difficult to do marketing research in multi-country settings ? What is the role of desk research in conducting international marketing research ? What criteria would you use for evaluating the sources of secondary data ?
4. Discuss in detail various strategies of entering international markets along with the advantages and limitations.

Unit III

5. (a) What are the bases of segmenting the international markets ?
(b) Outline international product life-cycle model with examples.
6. (a) What are the main objectives of adopting transfer pricing ? Briefly describe alternative methods applied in transfer pricing.
(b) What strategies would you suggest for developing global brands ?

Unit IV

7. (a) What factors should be kept in mind while selecting distribution channels for international markets ?
(b) What types of problems are faced by marketers in their international advertising efforts ?
8. What is the importance of export documentation ? Classify and discuss in brief the various export documents.