

Code: 9E00404b

MBA IV Semester Regular & Supplementary Examinations, June 2012

INTERNATIONAL MARKETING

(For students admitted in 2009 - 10 & 2010 - 11 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions

All questions carry equal marks

1. Why is the task of international marketer more complex and difficult than that of domestic marketer?
2. How does cultural environment of international business different that of domestic business? What are the implications?
3. How an international market is segmented?
4. State and explain the strategies used by India firms for entry in to global markets.
5. Explain the relevance of understanding of international product life cycle concept for an international marketing manager.
6. Describe the factors determining selection of distribution channels in international marketing.
7. Outline some of the major problems confronting an international advertiser.
8. Answer the following:
 - (a) EXIM policy of India.
 - (b) Export assistance and incentives in India.
