

Code: 9E00404b

MBA IV Semester Regular & Supplementary Examinations September/October 2014

INTERNATIONAL MARKETING

(For students admitted in 2010, 2011 and 2012 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions

All questions carry equal marks

- 1 What is the difference between international and domestic marketing?
- 2 Explain about international market environment.
- 3 What is meant by market segmentation? How segmentation is done for international marketing?
- 4 Write a short note on the following:
 - (a) Entry strategies in Indian firms.
 - (b) Direct exporting.
- 5 What are the steps involved in international new product development?
- 6 Explain about different strategies used in international distribution channels?
- 7 Write short note on the following:
 - (a) Grey market goods.
 - (b) Global advertising.
- 8 What are the features and objectives of EXIM policy of India?
