

Code: 9E00404b

MBA IV Semester Regular & Supplementary Examinations, July 2013

INTERNATIONAL MARKETING

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 "International marketing is indispensable in the economic development of a company". Discuss.
- 2 Discuss the socio-cultural environmental influences on international marketing.
- 3 How an international market is segmented? Explain in brief.
- 4 What are the various international market entry strategies? Explain.
- 5 Explain the relevance of understanding of international product life cycle concept for an international marketing manager.
- 6 How is an international marketing channel of distribution is selected? Discuss.
- 7 Answer the following:
 - (a) Global advertising.
 - (b) Sponsorship promotion.
 - (c) Public relations and publicity.
- 8 Analyze the recent changes in import and export policy of India and explain its impact on the growth of Indian exports.
