

Code: 9E00404b

MBA - IV Semester Supplementary Examinations, January 2013

INTERNATIONAL MARKETING

(For students admitted in 2009 and 2010 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 What do you understand by international marketing? Evaluate the scope and significance of international marketing.
- 2 How the socio-cultural environment influences on international marketing? Discuss.
- 3 How do you identify foreign markets? Classify world markets.
- 4 Explain the different strategies of global entry and expansion.
- 5 Explain the different stages in the development of a new product in international marketing.
- 6 How is global channel distribution selected?
- 7 Critically explain the policies and strategies of international pricing.
- 8 Analyze the recent changes in import and export policy of India and examine its impact on the growth of India's exports.
