

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER-III • EXAMINATION – SUMMER • 2014

Subject Code: 2830501

Date: 29-05-2014

Subject Name: International Marketing (IM)

Time: 14:30 pm – 17:30 pm

Total Marks: 70

Instructions:

1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

- Q.1 (a)** Being an entrepreneur of Multi National Company, discuss various benefits of Internationalization. **07**
- (b)** Distinguish among (a) Free trade area (b) Customs union (c) Common market (d) Economic and Monetary union (e) Political union **07**
- Q.2 (a)** Discuss various Non Tariff Barriers affecting in international trade. **07**
- (b)** Discuss various types of political risks in international market and briefly discuss various ways to minimize political risk. **07**
- OR**
- (b)** Explain the principles of absolute and relative advantage in detail. **07**
- Q.3 (a)** Discuss various methods of data collection in international market. **07**
- (b)** Briefly explain various foreign market entry strategies. **07**
- OR**
- Q.3 (a)** Discuss various advantages and disadvantages of standardization and customization of products in international market. **07**
- (b)** Write a short note on International Product Life Cycle (IPLC) and its implications. **07**
- Q.4 (a)** Briefly explain the Direct and Indirect selling channels in international market. **07**
- (b)** What are the various modes of transportations available in international market? Discuss advantages and disadvantages of each. **07**
- OR**
- Q.4 (a)** Justify that packaging is very important function for any product in international market. Discuss mandatory and optional factors that may force a company to modify its package for overseas market. **07**
- (b)** Discuss various types of advertising media used in international market. Explain why it is difficult in most countries to buy TV time and Newspaper Space. **07**
- Q.5 (a)** What is Counter Trade? Discuss various types of Counter Trade. **07**
- (b)** Explain Letter of Credit as a means of payment in international trading with its advantages and disadvantages. Discuss various types of Letter of Credits. **07**
- OR**
- Q.5 (a)** Discuss various types of documents required in international trade. **07**
- (b)** Discuss various Cultural Factors affecting in International Market. **07**
