Seat No.: ________ Enrolment No.___________

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA - SEMESTER–IV • EXAMINATION–WINTER • 2014

Subject code: 840101 **Date: 25-11-2014**

Subject Name: International Marketing (IM)

Time: 10.30 am - 13.30 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)**	What is international marketing? How will you illustrate the benefits of internalization in the current global scenario?	**07**
	(b)	Explain with example the EPRG framework and how a marketer's orientation changes towards international trade?	**07**
Q.2	**(a)**	Discuss which political reforms have been effective in establishing a conducive environment for international trade between India and other countries?	**07**
	(b)	Discuss how Regional Trade Areas affect international trade?	**07**
		OR	
	(b)	Explain cultural and technological factors impact international trade from and to a country?	**07**
Q.3	**(a)**	As an international marketer what are the ways in which you would attempt to enter foreign markets?	**07**
	(b)	Discuss the various drivers of consumer behavior with suitable examples.	**07**
		OR	
Q.3	**(a)**	What are the various research tools that can be used in international marketing research?	**07**
	(b)	Explain some of the marketing implications of Consumer Perception in International Marketing.	**07**
Q.4	**(a)**	Explain international advertising. As an international marketer how will you plan an advertising campaign for an organisation manufacturing cars for India?	**07**
	(b)	What are the various pricing strategies to be followed in international market? Give suitable examples.	**07**
		OR	
Q.4	**(a)**	Explain the concept of product standardization against product adaptation. How would you decide about product adaptation in markets like India?	**07**
	(b)	What are direct and indirect channels of distribution in international markets? Explain their advantages and disadvantages.	**07**
Q.5	**(a)**	As an international marketer, discuss the various sources of finance available.	**07**
	(b)	Explain some major exchange rate systems prevalent in International Marketing.	**07**
		OR	
Q.5	**(a)**	Explain the role of ECGC in facilitating Indian exporters.	**07**
	(b)	Explain briefly the working of World Trade Organisation (WTO).	**07**

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