

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) – SEMESTER – 9 EXAMINATION – WINTER – 2018

Subject Code: 4190542

Date: 26/11/2018

Subject Name: International Marketing

Time: 10:30 am To 1:30 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)** State the various modes of entry to foreign markets. Briefly explain any four of them. **07**
- (b)** Discuss the process of Internationalization. **07**
- Q.2 (a)** Explain the principles of absolute and comparative advantage. **07**
- (b)** Explain the significance of international marketing research in today's globalized market. **07**
- OR**
- (b)** What barriers make controlling international operations more complex than controlling domestic market activities ? Explain. **07**
- Q.3 (a)** Discuss various measures to minimize political risk. **07**
- (b)** Explain the process of new product development. **07**
- OR**
- Q.3 (a)** "Firms operating internationally come across a wide range of diverse cultural environment." Explain the significance of culture in international business decisions, with suitable examples. **07**
- (b)** Examine how advances in information technology impacts business. **07**
- Q.4 (a)** List out psychological and social dimensions that affect consumer behavior in International context. **07**
- (b)** List out the documents required in International trade and explain any three of them. **07**
- OR**
- Q.4 (a)** Describe the factors to be considered in pricing for international marketing. **07**
- (b)** Describe the functions and importance of packaging. What are the special considerations in packaging and labelling in international marketing. **07**
- Q.5 (a)** Evaluate the comparative effectiveness of various promotional tools used in international marketing communication. **07**
- (b)** Differentiate between litigation and arbitration. **07**
- OR**
- Q.5 (a)** Discuss various methods of data collection in International Marketing Research. **07**
- (b)** Explain the concept of indirect exporting and its advantages. **07**
