CLASS: MBA   SEMESTER : III
BRANCH: MBA   SESSION : MO/2024

SUBJECT: MT515R1 INTERNATIONAL MARKETING

TIME: 3 Hours   FULL MARKS: 50

INSTRUCTIONS:
1. The question paper contains 5 questions each of 10 marks and total 50 marks.
2. Attempt all questions.
3. The missing data, if any, may be assumed suitably.
4. Before attempting the question paper, be sure that you have got the correct question paper.
5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.

			CO	BL
Q.1(a)	With respect to international marketing discuss how culture influences consumption pattern and thinking process of individuals giving examples.	[5]	CO1	BL3
Q.1(b)	Differentiate between tariff and non-tariff barrier giving examples. Explain briefly about any two types of non-tariff barrier.	[5]	CO1	BL4
Q.2(a)	Underline the concept of depository receipts. Compare American depository receipts with Indian depository receipts.	[5]	CO2	BL4
Q.2(b)	Write a note on balance of payment and its components. Interpret the possible outcomes of balance of payment w.r.t. a country's export and import.	[5]	CO2	BL3
Q.3(a)	Differentiate between product standardization and product differentiation giving examples.	[5]	CO3	BL4
Q.3(b)	Analyse the "reversal" stage of International product life cycle with the help of suitable examples.	[5]	CO3	BL3
Q.4(a)	Differentiate between direct and indirect selling in international distribution channel system. Enumerate types of intermediaries for direct selling.	[5]	CO4	BL4
Q.4(b)	Outline the methods of motivating channel members under international marketing giving suitable examples.	[5]	CO4	BL2
Q.5(a)	Describe about the pricing policies a marketer can have in international marketing giving examples.	[5]	CO5	BL4
Q.5(b)	Write a note on global marketing and global advertising giving examples.	[5]	CO5	BL2

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