BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

CLASS: MBA   SEMESTER : IV
BRANCH: MBA   SESSION : SP/19

SUBJECT: MBA3021 INTERNATIONAL MARKETING

TIME: 3.00 Hrs   FULL MARKS: 60

INSTRUCTIONS:
1. The question paper contains 7 questions each of 12 marks and total 84 marks.
2. Candidates may attempt any 5 questions maximum of 60 marks.
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.

Q.1(a)   What are the major areas of difference between domestic marketing and international marketing?   [6]
Q.1(b)   How does the international marketer address the challenges arising out of these differences?   [6]

Q.2(a)   What is Balance of Payment? Briefly explain the major reasons for balance of payment Disequilibrium.   [6]
Q.2(b)   What do you understand by self reference criteria? How does SRC influence the International Marketers   [6]
         approach to issues in the host country?

Q.3(a)   What are the different ways for product standardization in different nations?   [6]
Q.3(b)   By marketing in a foreign country, must a firm automatically utilize geographic segmentation or other   [6]
         segmentation bases?

Q.4(a)   What are the major scaling and measurement issues in International Marketing research that must be   [6]
         addressed?
Q.4(b)   Prepare and justify a sample plan for carrying out marketing research to find out consumer perception   [6]
         towards Indian brands in a multi cultural and multi ethnic country like the US.

Q.5(a)   Distinguish between direct and indirect distribution channels.   [6]
Q.5(b)   What are the advantages and disadvantages of these channels?   [6]

Q.6(a)   Describe the situations where product adaptation as a strategy would be adopted for success in foreign   [6]
         markets?
Q.6(b)   What are Leasing, Dumping and their legal implications?   [6]

Q.7(a)   What are the key features of global advertising?   [6]
Q.7(b)   With suitable examples explain how elasticity and cross elasticity of demand influence pricing decisions   [6]
         in international markets.

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